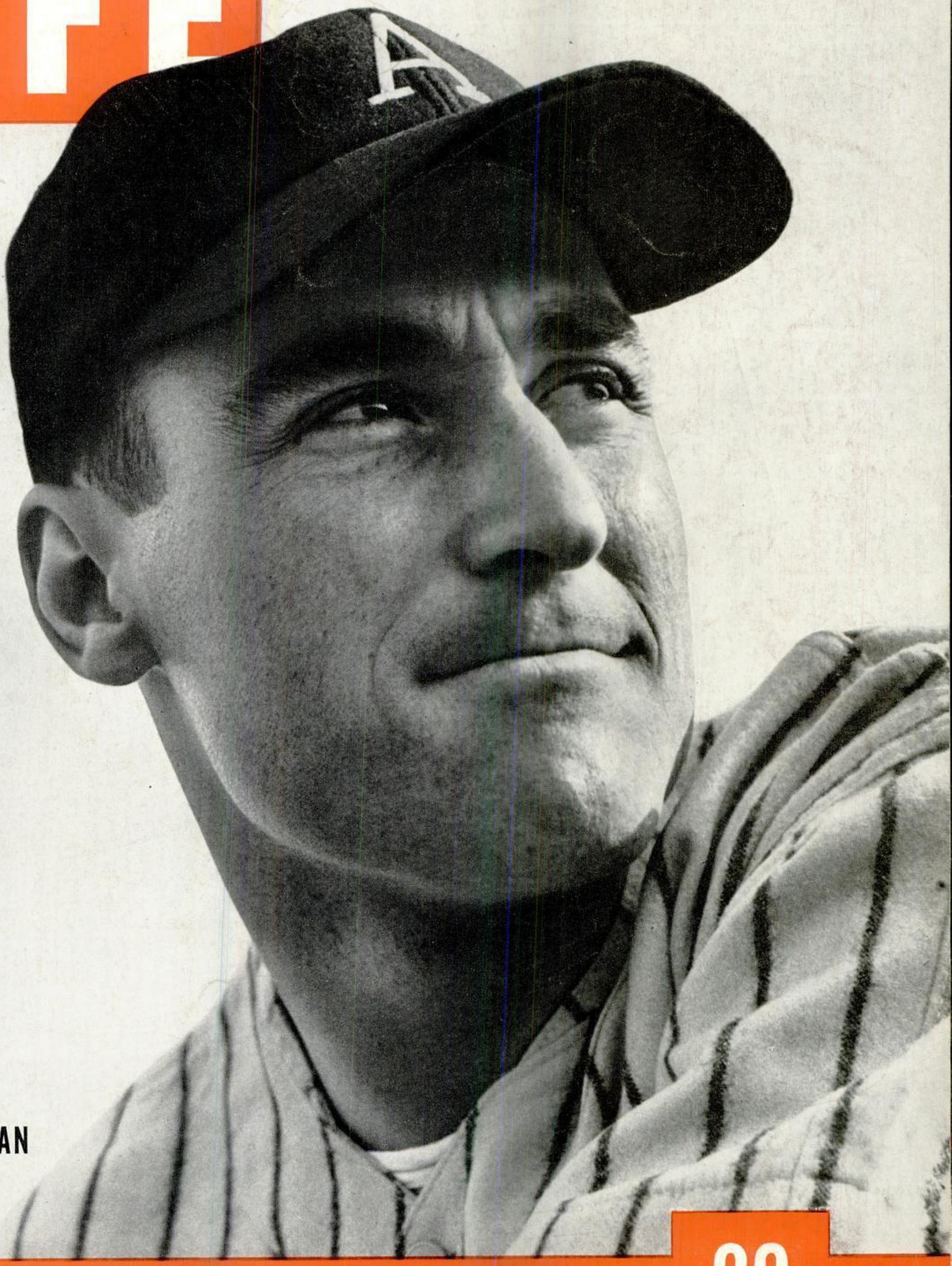
LIFE



# EIGHT-LETTER MAN AT WEST POINT

MAY 2, 1949 20 CENTS
YEARLY SUBSCRIPTION $6.00

REG. U. S. PAT. OFF.

# The happiest brides have *Community*




Your favorite bride rates the bride's favorite silverplate—Community, of course. Distinguished patterns, discerningly priced, solid silver "Overlay" for long, long wear. And your jeweler's wise counsel...

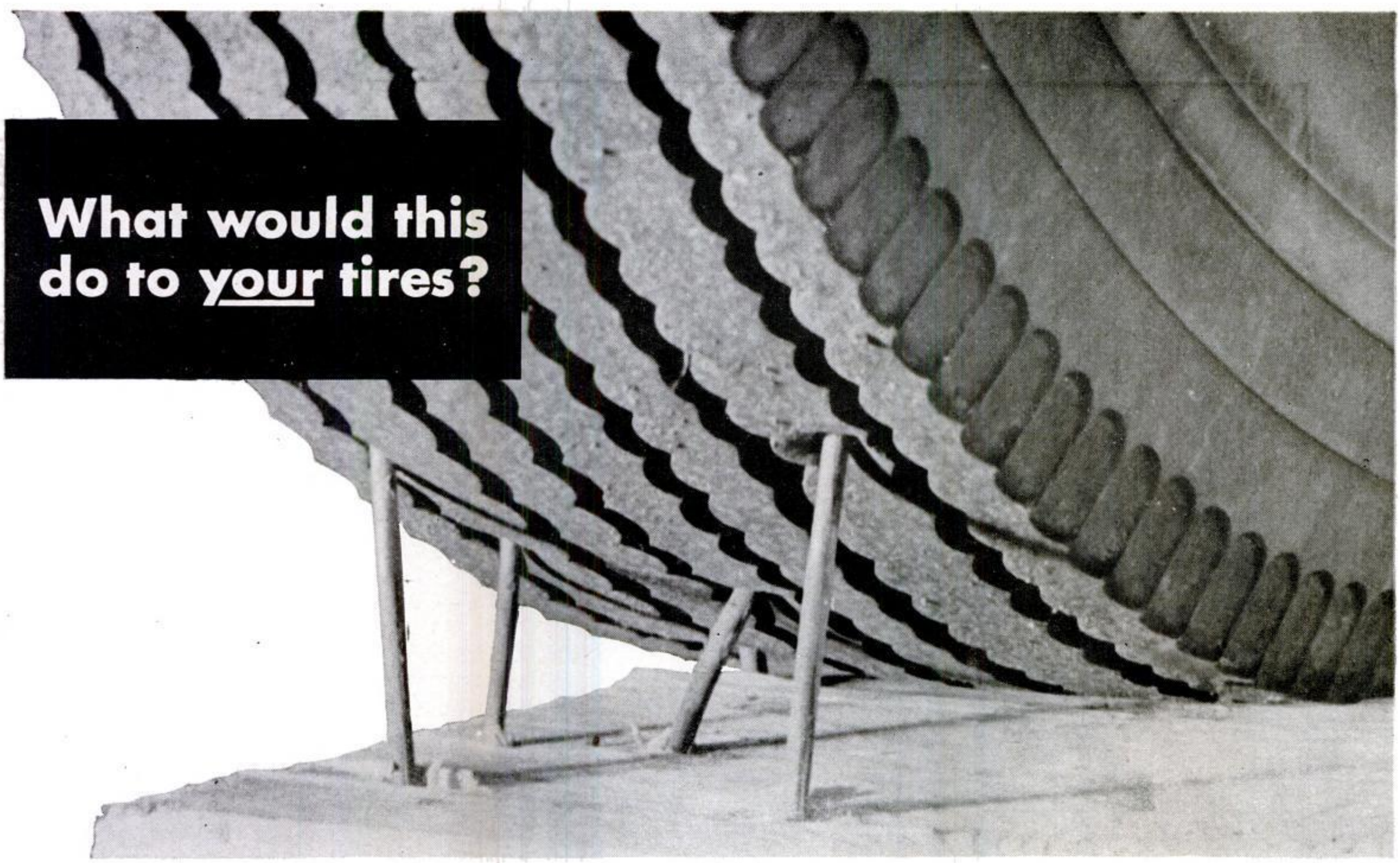
**If it's Community*... it's correct!**

(No Federal Tax)

COMMUNITY . . . THE FINEST SILVERPLATE . . . ONEIDA LTD., ONEIDA, NEW YORK

*TRADE MARKS OF ONEIDA LTD. COPYRIGHT 1949 ONEIDA LTD.

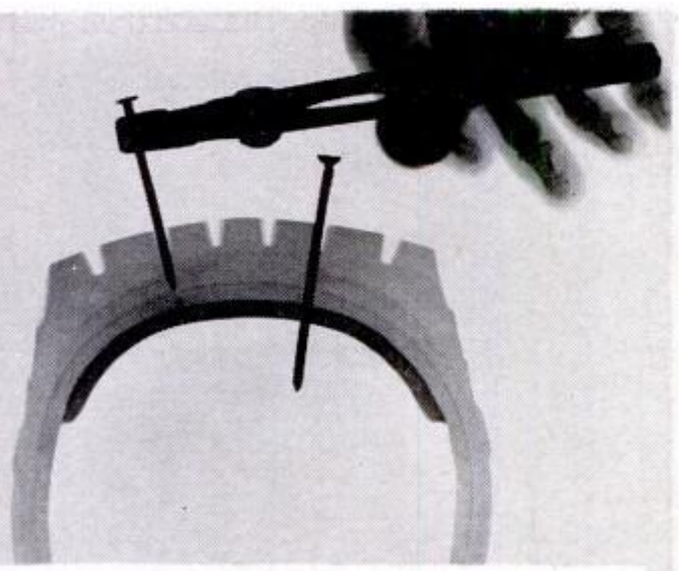
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## Punctures seal themselves with

# B.F.Goodrich

## *Seal-o-matic* SAFETY TUBES!



**HOW SEAL-O-MATIC WORKS!**

This X-ray photograph shows how an inner layer of soft, gummy rubber surrounds any puncturing object and seals the hole instantly. No chance for air loss. When the object is removed, the gummy rubber fills in the hole, sealing it permanently.

No need to worry about punctures when you're driving on B. F. Goodrich Seal-o-matic tubes! Seal-o-matics actually repair themselves instantly without so much as a thought from you.

**NO AIR LOSS!** When you pick up a nail or other sharp object, Seal-o-matic goes to work immediately. A gummy rubber closes around the puncturing object, keeps air in—and then seals the hole when the object is removed.

**MUCH GREATER SAFETY!** You're actually much safer when you ride on B. F. Goodrich Seal-o-matic tubes. There's less chance for chafing or pinching, because they're made *thicker*. And because Seal-o-matics heal themselves, there's no need to stop your car when punctures occur. No more changing tires on busy or unlighted highways. You just keep rolling along.

**OUTWEARS TWO SETS OF TIRES!** You can normally wear out two or more sets of tires before your Seal-o-matics need replacement. You get more miles —more safety—with a lot less worry and work.

**GET THIS PERFECT SAFETY COMBINATION!** With Seal-o-matic tubes in BFG Silvertown tires, you get the really perfect safety combination—tubes that give you extra safety—in tires with a stronger cord body that resists bruises and a road hugging tread that resists skids.

Your B. F. Goodrich dealer will be glad to show you how little it costs to equip your car with Seal-o-matic tubes. *The B. F. Goodrich Company, Akron, Ohio.*




This One
A2UZ-T3C-EC6G

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# SO HOLLYWOOD HAS NO GUTS?

*Tired of boy meets girl?...Cowboys and whodunits?*
*Bathing girls in Technicolor??? Want something new?...*
*and tough?...and different?...*

**If you do, then you'll want to see...**

**THE FIRST MOTION PICTURE OF ITS KIND!**

**It's the picture so daring, so explosive...it had to be...**

**FILMED BEHIND LOCKED DOORS!**

*Never has the screen entertained with the boldness of...*

# "HOME OF THE BRAVE"

*Presented by Screen Plays Corp.*

with
Douglas Dick · Frank Lovejoy · James Edwards · Steve Brodie · Jeff Corey · Lloyd Bridges
Produced by Stanley Kramer
Based on an original play by Arthur Laurents · Screenplay by Carl Foreman
Associate Producer Robert Stillman · Directed by Mark Robson
Musical Score by Dimitri Tiomkin · Released thru United Artists

**MEET THE MEN!**



*The Major* Twenty-five years old by the calendar....three times that old by grace of the war!



*Mingo* The master of everything that came his way...but the cheating wife he left behind!



*T.J.* The hate-filled Corporal with two stripes on his sleeve...and one down his back!



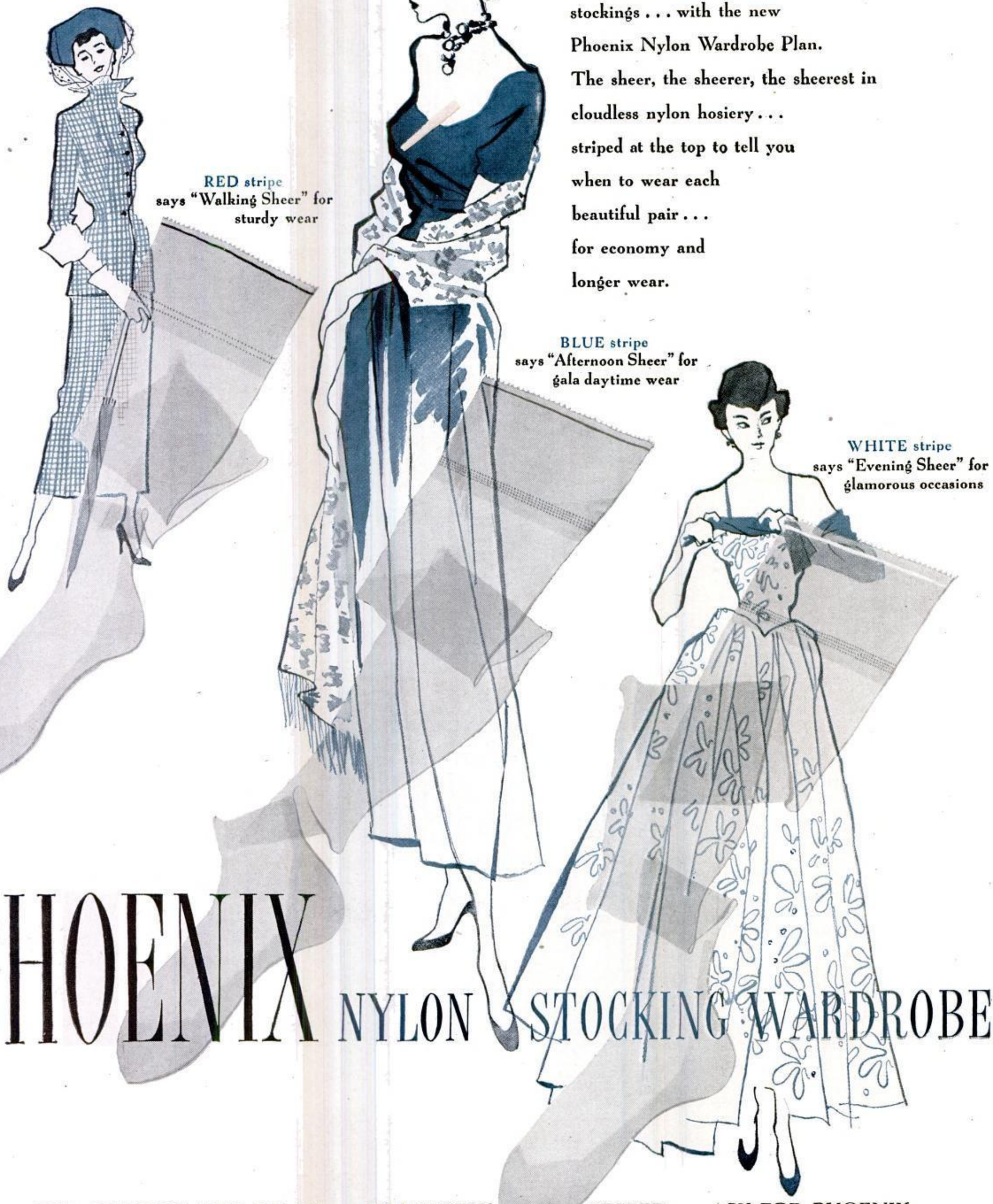
*Finch* In his book ...the word "surrender" was missing...the word for him was "Guts"!

*...and...*



*Mossy* He carried more than his own weight...and the burden of a skin that was black!


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RED stripe
says "Walking Sheer" for
sturdy wear

Get the most out of the most beautiful
stockings . . . with the new
Phoenix Nylon Wardrobe Plan.
The sheer, the sheerer, the sheerest in
cloudless nylon hosiery . . .
striped at the top to tell you
when to wear each
beautiful pair . . .
for economy and
longer wear.

BLUE stripe
says "Afternoon Sheer" for
gala daytime wear

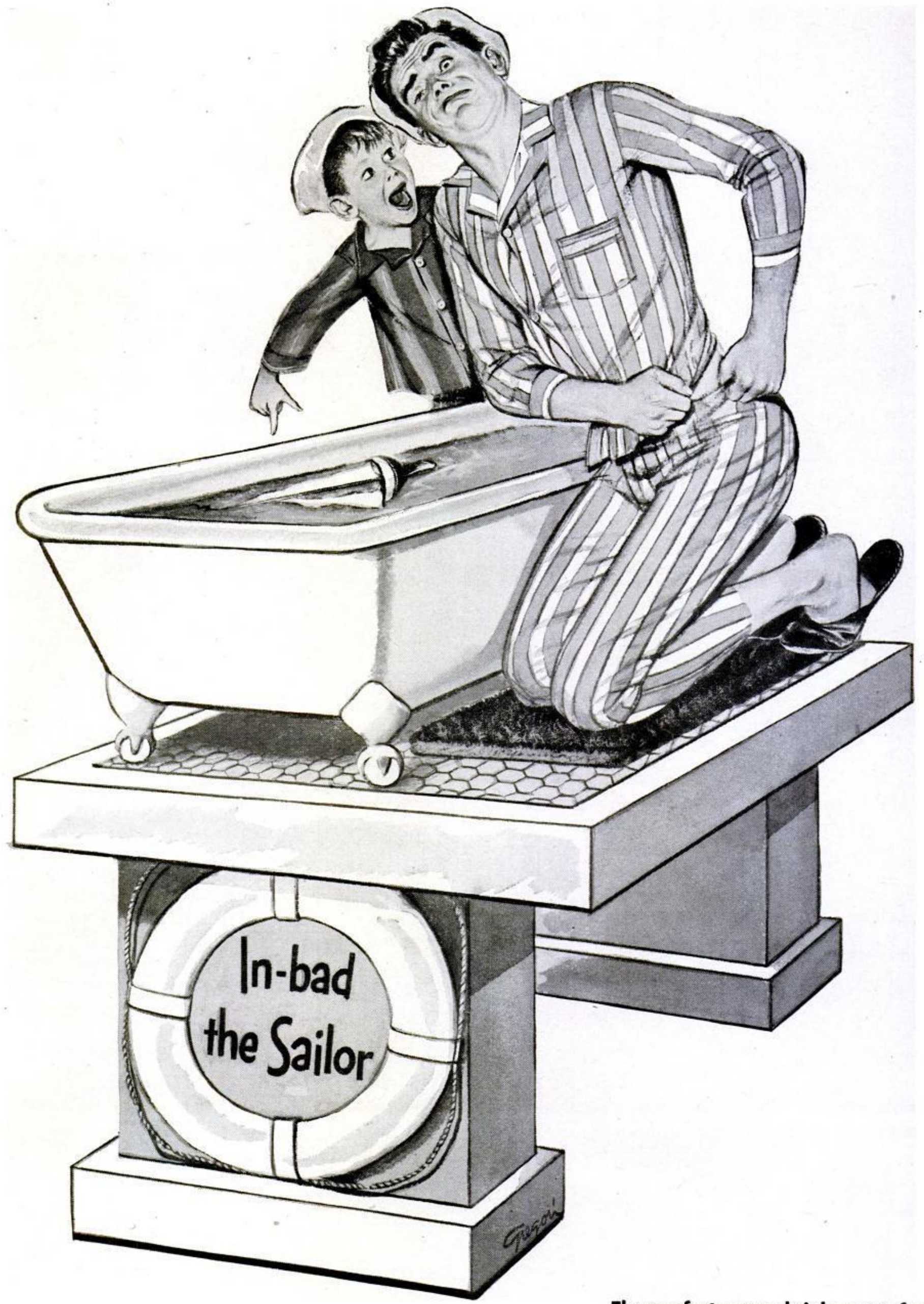
WHITE stripe
says "Evening Sheer" for
glamorous occasions

# PHOENIX NYLON STOCKING WARDROBE

FOR QUALITY AND VALUE . . . CORRECTLY PRICED . . . ASK FOR PHOENIX



Copyrighted material




**Is he in BAD?** He is indeed! Not only is *he* fit to be tied from pajama shrinkage, Mrs. In-bad is miffed at him, too —because he spent good money on washable cotton garments that shrink out of fit . . . that *didn't* show the "Sanforized" trade-mark!

If you want to avoid the painful result shown above, *insist* that "Sanforized" be *plainly visible* on shirts, shorts, pajamas—and any washables *your* women folks wear. *Always*. ALWAYS!

**The comfort never shrinks away from the garment with "Sanforized" on the label.**

•SANFORIZED•
TRADE ® MARK

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



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*For Mother on her Day . . .* MAY 8th



# Jewelite

**BY**

***PRO-PHY-LAC-TIC***



Delight her on Mother's Day with this gift of gifts . . . a Jewelite Roll-Wave Brush by Pro-phy-lac-tic. Supreme example of the brushmaker's art, the Jewelite Roll-Wave is scientifically shaped to conform to the scalp . . . to provide a fuller measure of beautifying action with every healthful stroke.

Other Jewelite Brushes, Combs and complete Dresser Sets, priced from $2.00 to $27.00, are available in delicate shades of Ruby and Sapphire, and in diamond-clear Crystal . . . luxuriously packaged in transparent gift containers. Jewelite is made by the makers of the famous Pro-phy-lac-tic Tooth Brush. Look for the name Jewelite on the package.

PRO-PHY-LAC-TIC BRUSH COMPANY
*Florence, Mass.*

Jewelite is also available in Canada at slightly different prices.



America's most famous brush and comb set—the Jewelite Roll-Wave. Bristles and comb teeth are shaped in a curve to "fit" your scalp. $5.00
And for the young miss there's the smaller *Junior* Roll-Wave. With comb. $2.50

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# Van Raalte

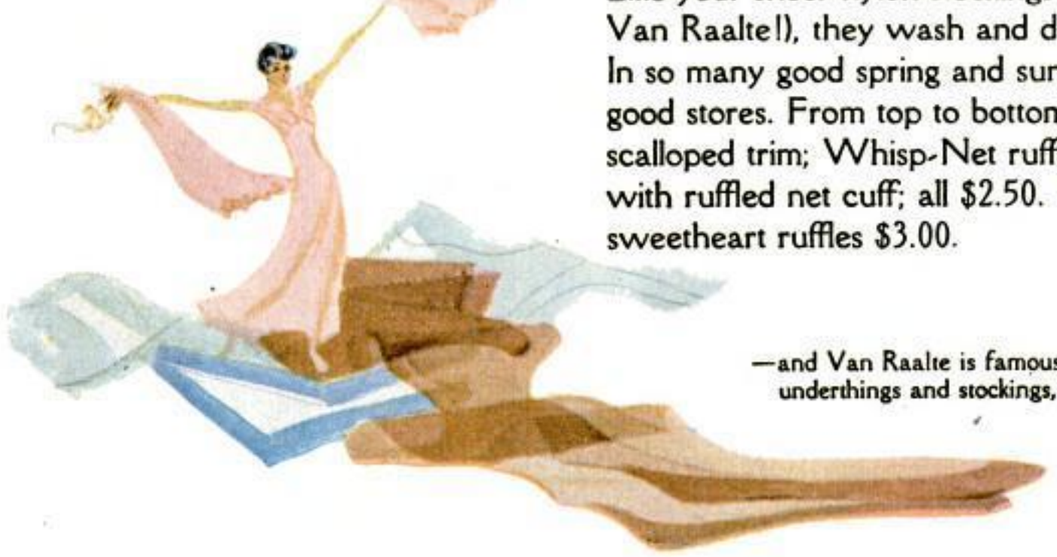
"BECAUSE YOU LOVE NICE THINGS"



The new glove in your life is NYLON...

*in Whisp-Net® and Sheerio®*

Under the sun and under the stars, the news is nylon—looking as delicate as a dandelion in the breeze, so soft, so frilly, so fabulous—so long on wear, so easy to care for. Like your sheer nylon stockings (and, of course, they're Van Raalte!), they wash and dry quick as a flick In so many good spring and summer colors—in so many good stores. From top to bottom: Sheerio shorty with scalloped trim; Whisp-Net ruffled shorty; Sheerio with ruffled net cuff; all $2.50. Whisp-Net slip on with sweetheart ruffles $3.00.



—and Van Raalte is famous for underthings and stockings, too.

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# Hell Driver Number 1

"LET'S GO, MEN!" Toby Couture, the boss engineering test driver, climbs into his great New Plymouth and leads his caravan of expert drivers out onto the great open spaces.

His job starts when a new model is developed . . . long before it goes into production. He takes the cars out and gives them what his title implies.

Down into Death Valley, where the mercury hits the top of the tube. Up into coldest Minnesota, when zero is mild weather. Over mountains during the West's worst blizzard. Jolting over roads that are just some ruts between fences. Hunting for trouble . . . inviting and finding it . . . day after day.

Every night the engineers in Detroit hear how the tests are going . . . how every part of every car is standing up under the punishment. Later, the first Plymouths out of regular production get the same treatment . . . as a *double* check.

There is great engineering to start with. Then there is this terrific *double* testing and proving . . . with *all America* as the proving ground. It is only after *this* that the New Plymouth cars are permitted to go to the motoring public. That's why Plymouth cars stand up. *That's why the man who buys a Plymouth is always glad he did!*

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

**SEE THE GREAT NEW PLYMOUTH NOW!**

**The greatest of a long line of great Plymouths is now at your nearby Plymouth dealer's. It's tested and proved—through and through—to give you the biggest automobile value your money can buy!**

***Now there's more difference than ever in low-priced cars—and the great New Plymouth makes the difference.***

# PLYMOUTH BUILDS GREAT CARS

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GOLF CHAMP **LLOYD MANGRUM** SAYS:

*(A Top '48 Title Holder)*



# "Got hair as hard to handle as a trap shot...?"

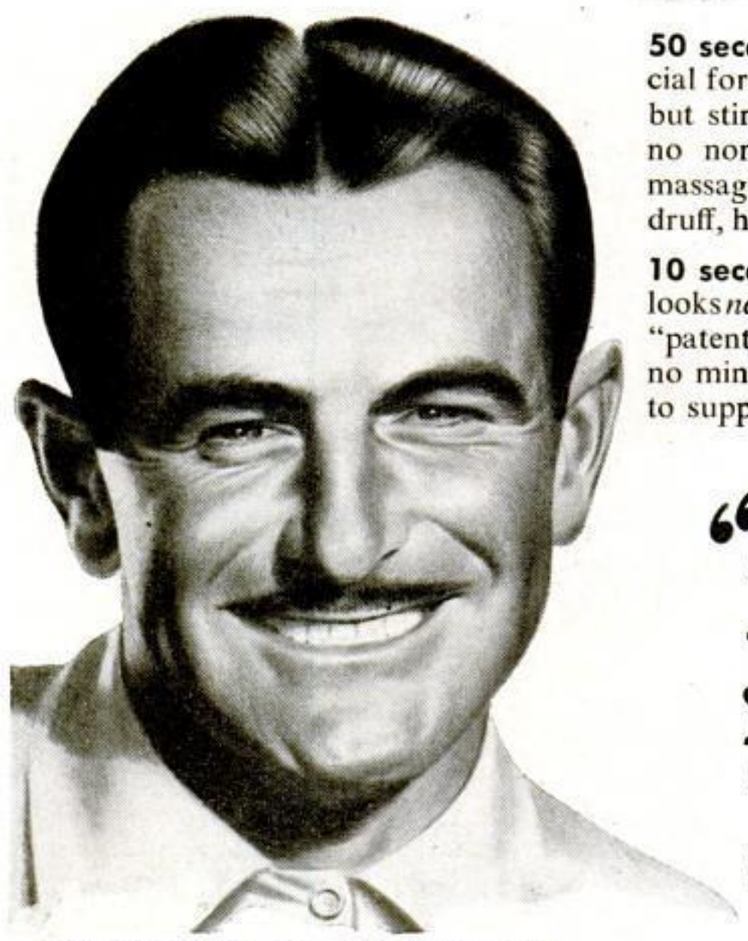
"Rough going...trying to control hair that's dried out by hot sun and locker room showers," says Lloyd Mangrum. But follow Lloyd's example. You'll make even dry, hard-to-handle hair look good as a chip shot to the pin! Just...

# "Take the Vitalis '60-Second Workout'..."



**50 seconds to massage.** Vitalis' special formula not only prevents dryness, but stimulates, refreshes your scalp as no non-alcoholic dressing can! And massaging with Vitalis routs loose dandruff, helps check excessive falling hair.

**10 seconds to comb.** Now your hair looks *naturally* well-groomed. No greasy "patent-leather" shine—Vitalis contains no mineral oil. Just *pure vegetable oil* to supplement natural scalp oils...



# "...and keep your hair in tournament shape!"

Give *your* hair the 100%-groomed, 100%-male look that marks headliners in sports and business. Get Vitalis today. Any drug counter.




**For handsomer, healthier-looking hair**

**Vitalis**

*Product of Bristol-Myers*

**P.S.** Your barber is an expert. He knows how to keep your hair handsome, healthy-looking. Ask him about Vitalis and the individual, sanitary Sealtube application.

*Vitalis and Sealtube are Bristol-Myers trade marks*


# *LETTERS TO THE EDITORS*

## HIGH-BROW, LOW-BROW

Sirs:

According to your intellectual classification chart ("High-brow, Low-brow, Middle-brow," LIFE, April 11), my penchant for fuzzy Harris tweeds qualifies me as a high-brow. However my subscription to *The New Yorker* sets me back into the upper middle-brow category. Yet, since there is a towel in my bathroom labeled "His," I must fall into the lower middle-brow class. But after all, since I'm fond of beer and overstuffed chairs, doesn't that tag me as hopeless a low-brow as any Neanderthaler?

ALBERT ROSENFELD
State College, N. Mex.

Sirs:

You say that low-brow characters like coleslaw. I am an honest, qualified low-brow but I hate coleslaw. . . .

WILLIAM S. POWER
Pittsburgh, Pa.

Sirs:

Your amusing article sent me to my scrapbook where I found the following taken from a Boston paper (no author given) about a generation ago.

"HIGH-BROW: Browning, anthropology, Bacon, inherent sin, Gibbon, fourth dimension, 'eyether,' *pâté de foie gras*, lemon phosphate, Henry Cabot Lodge, Woodrow Wilson.

"LOW HIGH-BROW: Municipal government, Kipling, Shakespeare, Thackeray, taxation, bridge, chicken à la Maryland, 'eether,' stocks and bonds, gin rickey, Theodore Roosevelt, chewing gum in private.

"HIGH LOW-BROW: Robert W. Chambers, musical comedy, Richard Harding Davis, euchre, baseball, Anthony Hope, moving pictures, small steak medium, Ella Wheeler Wilcox, whisky, purple socks, chewing gum with friends.

"LOW-BROW: Laura Jean Libbey, ham sandwich, 'haven't came,' pitch, 'I and her,' melodrama, hair oil, the Duchess, beer, George M. Cohan, red flannels, toothpicks, Big Tim, Bathhouse John, chewing gum in public."

GLADYS FISHER HUNTER
Morgantown, W. Va.

Sirs:

Help! Where do the antique canopy bed and aspic lovers fit in?

LAURA WILKINSON
Drexel Hill, Pa.

● Lower middle-brow.—Ed.

Sirs:

My family, friends and I belong in a niche above the high-brows. . . .

We thrive on ballet, Brahms or juke boxes, think unwashed salad bowls are probably breeding places for germs.

We're just all-around brows.

POLLY MACLEOD
Sherman Oaks, Calif.

## ZIG-ZAG BROW

Sirs:

Your arbitrary guidance chart has isolated that great segment of the American people, myself included, whose cultural tastes, if plotted, would touch several items in each browbeaten section.

For this group I suggest a fifth classification—the "zig-zag" or "wrinkled-brow."

THEODORE LUSTIG
Newark, N.J.

CONTINUED ON PAGE 10


STOP GOO

# MILANO

**LOCKMOUNT**

*a more enjoyable pipe for 4 good reasons*



1. **LOCKMOUNT** guarantees tight fit
2. **LIFETIME HESSON GUARD** stops goo
3. **PERMANENT CORK SEAL** keeps shank clean, dry
4. Sweet-smoking **IMPORTED BRIAR**

$1.50

WM. DEMUTH & CO., INC., 5th AVE., NEW YORK 22

**SAFE—SPENDABLE!**




So carry National City Bank Travelers Checks. Cost 75¢ per $100! Buy them at your bank.

**NCB**

**TRAVELERS CHECKS**




BACKED BY THE NATIONAL CITY BANK OF NEW YORK

*First in World Wide Banking*

Member Federal Deposit Insurance Corporation




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# 80 SAVAGE MINUTES

## OF PUNCH-PACKED EMOTION RIPPED FROM A MAN'S BATTERED BODY AND A WOMAN'S TORMENTED SOUL!

# "The SET-UP"

**RAW REALISM...**
to rock the screen...Unmasking, with terrific thrill, jarring shock and gasping amazement, the crooked ring racket and the men and women—good and bad—who make up its exciting world!

## NATION-WIDE ACCLAIM FOR THE MOST DRAMATIC FIGHT PICTURE EVER SEEN!

"A sizzling melodrama . . . A real dilly."
—N. Y. TIMES

"Robert Ryan scores terrifically . . . This is the kind of effort that should bid for an Academy Award." —LOS ANGELES TIMES

"80 minutes of the tensest, most trenchant study in ring savagery the screen has ever offered." —CLEVELAND PLAIN DEALER

"Unusual and artistic. A picture which scores high for its realism as well as its dramatic value." —SAN FRANCISCO CALL BULLETIN

"Realistically vital, with a moving and sympathetic theme . . . Keeps one's heart beating fast." —KANSAS CITY STAR

"As free from hokum, and from theatrical cliches, as any film I can remember seeing." —CHICAGO SUN-TIMES

"80 minutes of dynamite!" —BOSTON TRAVELER

***THIS IS HER MAN!*** *She feels every blow—while the frenzied crowd cries "KILL HIM"!*




STARRING

## Robert RYAN · Audrey TOTTER

with GEORGE TOBIAS · ALAN BAXTER · WALLACE FORD

Produced by RICHARD GOLDSTONE • Directed by ROBERT WISE • Screen Play by ART COHN

RKO RADIO PICTURES



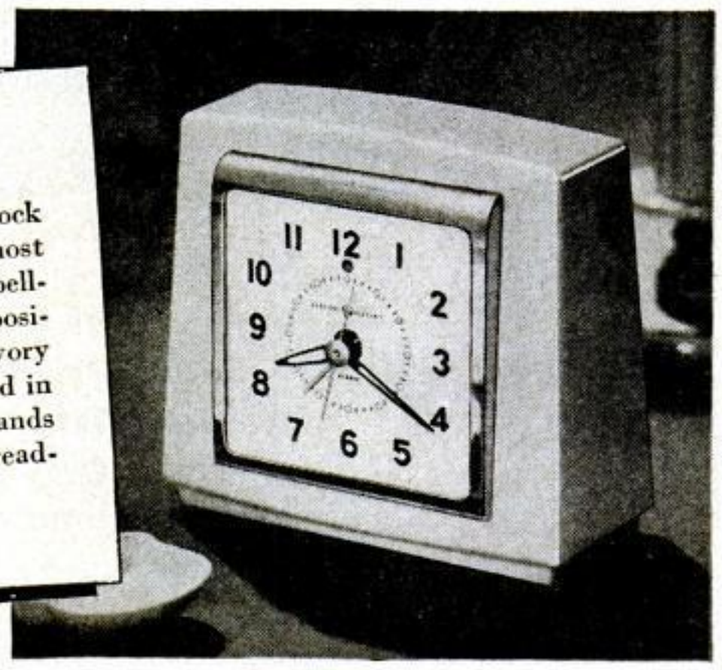
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# Mother's Day gifts she'll love—

## EVERY DAY IN THE YEAR!

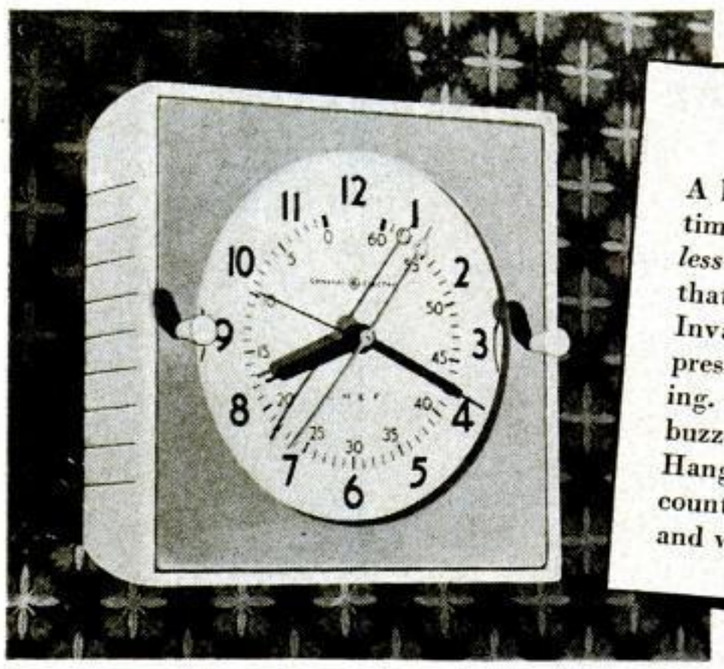
**Look over** these *beautiful, useful* General Electric Clocks with Mother in mind! They are ideal gifts for any and all occasions, such as weddings, birthdays, anniversaries, and graduations.

There's a General Electric Clock for every purse and purpose.



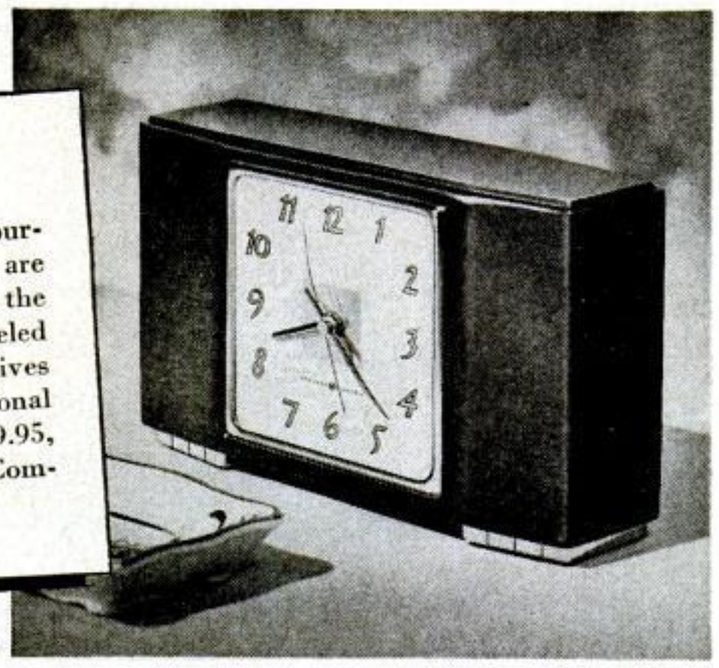
**INFORMER**

This beautifully styled alarm clock is designed to blend with almost *any* home surrounding. The bell-alarm is soft, melodious—yet positive. The case is of gleaming ivory plastic, and the face is framed in polished brass. Luminous hands and hour dots for easy night reading. $6.95, plus tax.



**CHEF**

A kitchen clock and 60-minute timer that will save Mother *countless* steps and worry about cooking that MUST be timed to the second. Invaluable for baking, simmering, pressure-cooking, washing, preserving. The Chef stands guard and buzzes "It's done," loud and long! Hangs on the wall or sits on the counter . . . in red, ivory, green, and white. $7.95, plus tax.



**GENEVA**

A *stunning* clock finished in a burnished mahogany. The hands are gold-colored, contrasting with the bronze-colored numerals. Beveled case, with squared brass feet, gives this General Electric occasional clock a truly modern look. $9.95, plus tax. General Electric Company, Bridgeport 2, Conn.

*(Prices subject to change without notice.)*

***Why wind a clock today? Get a General Electric Clock and forget it!***

**GENERAL ELECTRIC**


# LETTERS TO THE EDITORS

CONTINUED

### SOUTH BEND'S BROW

Sirs:

As a record salesman, I am sorry to report that judging from the amount of Ives and Schoenberg which goes over our counter, there is scarcely one high-brow in South Bend and environs.

AL J. MALLING
South Bend, Ind.

### L.A.'S BROW

Sirs:

If the drinking of an "adequate little" red wine marks out the true high-brow, "Skid Row" in downtown Los Angeles is the highest-browed section in the country.

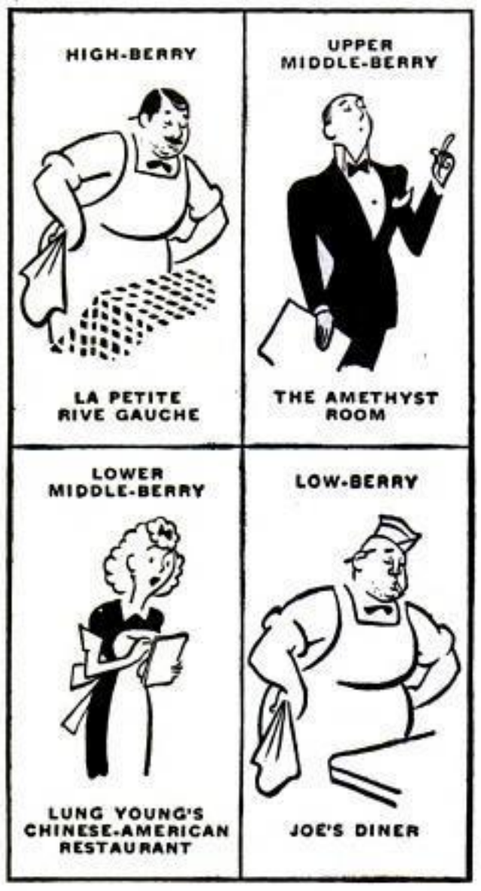
S. M. BRICKER
University of Southern California
Los Angeles, Calif.

### BERRY'S BROW

Sirs:

As the proud owner of a Japanese Go set and an avid collector of comic books, with stations in between well covered, I feel that I am a qualified all-around brow. I believe, therefore, that I can authoritatively testify to the accuracy of your chart. However I missed mention of my favorite restaurants, a condensed description of which you will find below.

MICHAEL BERRY
New York, N.Y.




### SARGEANT'S BROW

Sirs:

Withrop Sargeant's attempt to make esoteric dilettantism synonymous with culture is sheer nonsense. The appreciation of certain examples of art listed by LIFE as high-brow is related not only to taste but also to specialized technical education. For example, the professional musician is in a better position to appreciate the more recondite scores of Ives, Bartok and Schoenberg than the layman.

Mr. Sargeant banishes radio, except for its transmission of musical forms not generic to radio (symphony, opera, etc.) . . . . It is true that radio is a popular disseminative medium and that advertising pays its bills. I have read some of Mr. Sargeant's articles in LIFE. By no stretch of the imagination could they be considered "high-brow." They were pop-

CONTINUED ON PAGE 12





**AMAZING RESULTS ON ATHLETE'S FOOT! DISCOVER QUINSANA'S FAST ACTION**

■ Quinsana Foot Powder helps cool and soothe burning tired feet! It acts to absorb excessive perspiration, thus helping to keep feet dry, comfortable—and to combat foot odor.

**End Misery of Cracks, Peeling Between Toes!**

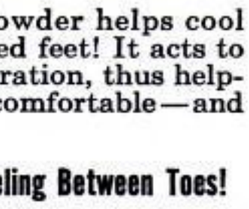
Tests prove 9 out of 10 get relief from itching, burning Athlete's Foot with Quinsana treatment.

■ Quinsana's *antiseptic* action helps prevent the growth of fungi that cause Athlete's Foot. It works fast to relieve the misery of itching, cracking, peeling between toes. And daily Quinsana use helps to prevent the recurrence of Athlete's Foot!

**Shake Quinsana on your feet. Shake it in shoes to help absorb sweat. Use Quinsana every day!**

**MENNEN QUINSANA**
**Athlete's Foot Powder**

**THE LOVABLE GIRL-OF-THE-MONTH**






**LOVES HER LOVABLE BRASSIERE**

Specially designed for fuller figures. Strap is extended for greater uplift, complete support.

Rayon satin: Nude or white. Sizes 32 to 44. B, C, D cups.

#945 • $1.50

Lovable®

**YOU'LL LOOK LOVELY, TOO, IN A Lovable BRA**

Lovable Brassiere Co., Dept. LM2, 358 5th Ave., N.Y.C.1

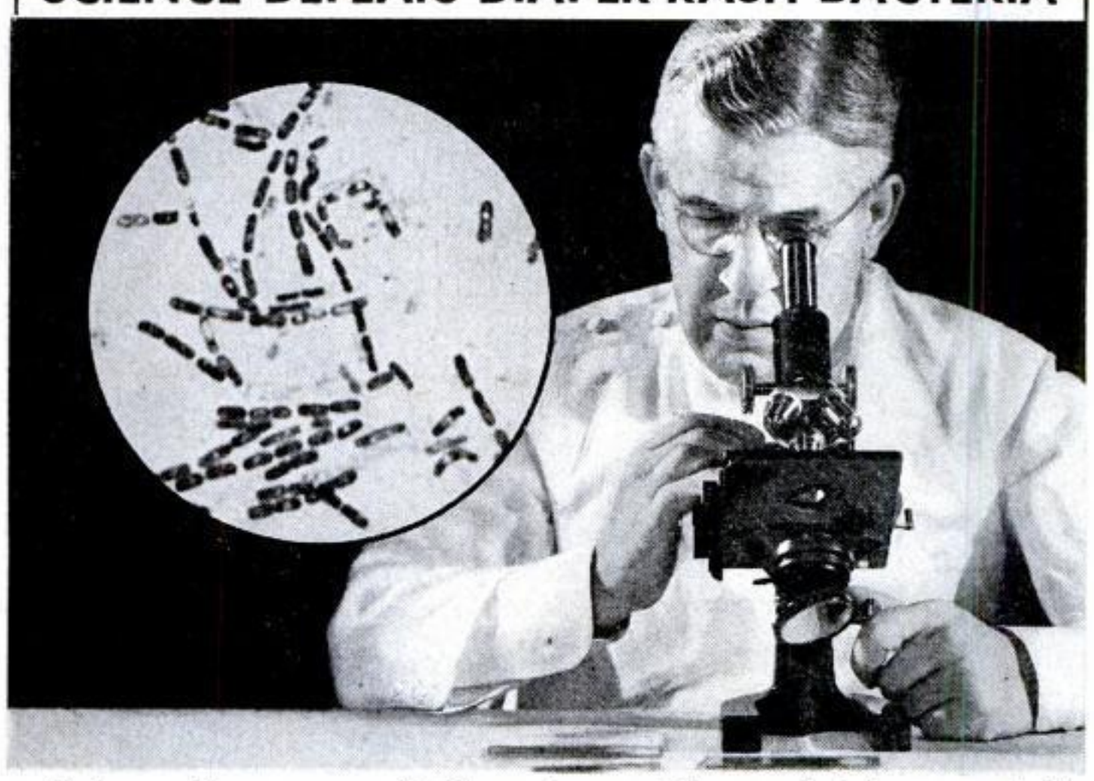



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# TESTS ON THOUSANDS OF BABIES IN OVER 100 HOSPITALS PROVE

# NEVER A CASE OF DIAPER RASH

## SCIENCE DEFEATS DIAPER RASH BACTERIA



***Science knows now*** **that the real cause of diaper rash is the *saprophytic bacteria* (illustrated) on baby's skin that convert the urine into harmful ammonia. The wonderful modern antiseptic in Playtex Baby Oil, Powder, and Cream kills these saprophytic bacteria. *Scientific tests on thousands of babies prove never a case of diaper rash with* PLAYTEX!**

## YOUR MONEY BACK

**if your baby ever develops diaper rash while using Playtex Baby Oil, Powder, and Cream exclusively.**



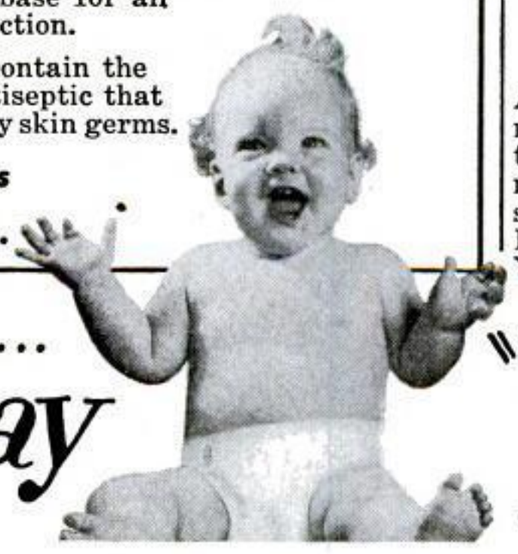

**PLAYTEX BABY OIL** is made with 6 times *more* soothing lanolin than any other baby oil sold.

**PLAYTEX BABY POWDER** is super-fine. Gently absorbs, is safely deodorant, and guards against chafing and prickly heat. Won't cake or clog.

**PLAYTEX BABY CREAM** is lanolin-rich, has a balm-oil base for all night protection.

**ALL THREE** contain the modern antiseptic that checks many skin germs.

***This Handy Nursery-Pak... makes baby care a joy for mothers, too.***
TRADE MARK



*For Gifts Mothers Really Want...*

*say* **"Playtex®"**

## Wonderful PLAYTEX® Products Get Top Scientific Approval

*Modern Baby Oil, Powder, Cream Greatest Advance in Protection*

Those amazing products, PLAYTEX BABY OIL, POWDER, and CREAM, are winning mothers all over the country.

Developed after years of intensive research, all three Playtex Preparations contain a remarkable modern antiseptic that helps check skin germs *safely*.

More than 100 hospitals and pediatricians conducted tests with thousands of babies. In these scientific tests, there was never a case of diaper rash when Playtex Baby Oil, Powder and Cream were consistently—and *exclusively*—used. And, in cases where diaper rash had already appeared, it immediately cleared up *after* the switch to PLAYTEX.

Think what this means to *your* baby's comfort and health!



***Triplets' Mother,*** Mrs. Larry Serlin of 2555 Bainbridge Ave., N. Y., says: "My 3 girls are Playtex Babies from head to toe! With Playtex Baby Oil, Powder and Cream, they've always had the *loveliest* skin! Not a sign of rash or irritation... And let me tell you about wonderful Playtex Baby Pants, too—they're so soft and comfy, and of course, completely waterproof!"



### Playtex Baby Pants Keep America's Babies "Socially Acceptable"

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Sacony CIELLA


# LETTERS TO THE EDITORS

CONTINUED

ularizations appearing in a popular organ supported in part by the advertising Mr. Sargeant abhors in other fields than the one in which he collects a pay check. Or does he bite the hand that feeds—beg pardon—purveys his epicurean cuisine?

ROY RINGWALD
Chief Arranger
Fred Waring's Pennsylvanians
Santa Fe, N. Mex.

Sirs:

In a recent speech Dr. Robert B. Heilman, head of the University of Washington English department, defended high-brows more successfully than your Winthrop Sargeant.

Dr. Heilman defined "good" high-browism as "the highest excellence that can be achieved in any field of knowledge. It is the devotion to truth, even though it be difficult, unprofitable, unconsoling, unflattering and entirely out of accord with dominant prejudices."

Snobbery and conceit are "bad" high-browism and should not be confused with the good variety, he said.

Dr. Heilman concedes most anti-high-browism is an honest grass roots affair. But he points out that the trouble is "grass roots won't grow oaks."

IRV S. BLUMENFELD
Seattle, Wash.

Sirs:

Well coo! Get Mr. Sargeant and wrap him safely in an old Rouault; he's too, too precious.

COMET BROOKS
Santa Fe, N. Mex.

Sirs:

I would suggest that LIFE trade writer Winthrop Sargeant to the *Saturday Review of Literature* or other screwball publication.

JERRY LENTZ
Terre Haute, Ind.

## POETIC BROW

Sirs:

. . . Oh, somewhere in this land of ours
the high-brow lisps and minces
And raises high his high-brow nose at
Roqueforts, pies and blintzes.
Somewhere he sits on pointed chairs
and Dali's with Picasso
And cheers for Wallace, Browder and
their Communistic basso.
He sighs for Pound and Hopkins, and
he drools over *Ulysses*
And greets best-sellers and the like
with cultured boos and hisses.
His music must be esoteric, dissonant,
atonal.
His clothing must look slept in, and
he likes his sculpture conal. . . .

T. S. TALMAN
Eastsound, Wash.

## "LIFE'S" BROW

Sirs:

How do LIFE's editors rank in the low-brow–high-brow test?

MICHAEL BARBOUR
Washington, D.C.

● A sampling of LIFE's editors, including high-brow Sargeant, shows them to be generally middle-brow, more upper than lower, with a leaning toward the high-brow and some strong unrequited desires to be low-brow.—ED.

CONTINUED ON PAGE 15





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*A sparkling series of perfumed toiletries to enjoy to your heart's content*

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BIRTHSTONE*
Circlette
WATCH BAND...
it's so personally mine!"

says JANE WYMAN
starring in
KISS IN THE DARK
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which birthstone is yours?

*January* . . . GARNET*

*February* . . . AMETHYST*

*March* . . . AQUAMARINE*

*April* . . . DIAMOND*

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*September* . . . SAPPHIRE*

*October* . . . ROSE ZIRCON*

*November* . . . TOPAZ*

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The stars will tell you there's nothing so new as a Birthstone Circlette†! This new *bracelet* watch band is set with *your* own gleaming heart-shaped birthstone, as personal as your own birthday... it gives your watch a precious jewelry look.

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# LETTERS TO THE EDITORS

CONTINUED

## TURNER DIVORCE

Sirs:

Re the article "A Divorce Case" (LIFE, April 11): Will you please tell me what the parents decided after their 60-day trial period was up?

RITA SMALLINE
Rochester, N.Y.

● In the past few weeks events in the Turner divorce case have taken a turn for the worse, leading Judge Hamill to postpone his decision. On April 10, the day before the Turners were to reappear before the judge, a fire broke out in Mrs. Turner's mother's house, where Mrs. Turner was staying. The children were in Turner's care at the time. Mrs. Turner accused her husband of setting the fire after threatening to kill her and himself. He denied it. Police arrested him, gave him a lie-detector test which failed to shake his story that he was elsewhere when the fire started. Said Judge Hamill, "I hate to admit it but reconciliation looks impossible."—ED.

## CROCUSES?

Sirs:

The caption, "North of Minneapolis the first crocuses bloom in the cold woods" (LIFE, April 11), would have looked better if the writer had included a picture of crocuses with it. The one above it was a beautiful shot of anemones or pasqueflowers.

JUNE GROOTHUIS
Boulder, Colo.



● Right. The correct name for Minnesota's flowers (*above*) is *Anemone patens*.—ED.

## FRANCO SPAIN

Sirs:

LIFE deserves commendation for its fair and unbiased treatment of a thorny subject, "Spain" (LIFE, April 4).

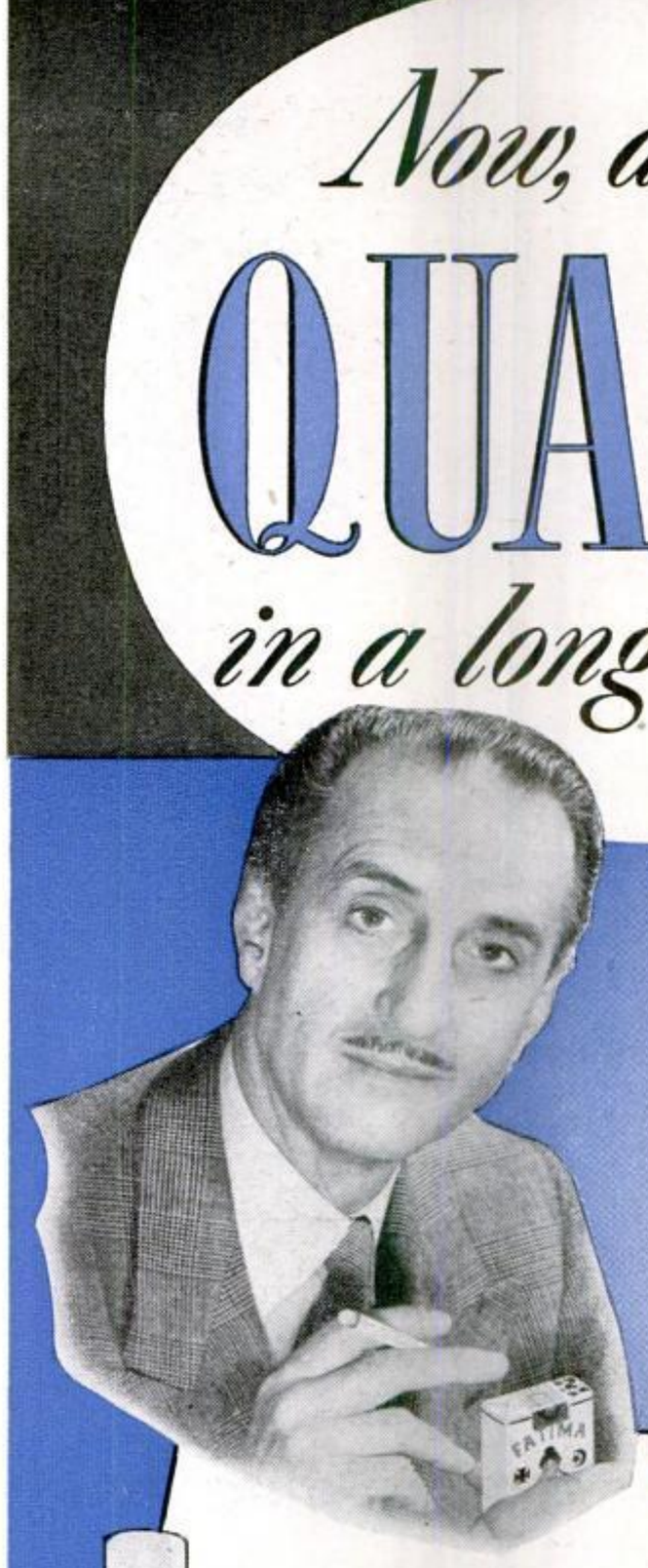
Undoubtedly there has been a conspiracy against the truth in recent years in regard to the press's presentation of Spain's case. . . .

To say that the U.S. should not ally itself with General Franco, either as a friend or as a political partner, is to be either hypocritical or to show crass ignorance of the immensely helpful role that General Franco played in the last war in favor of the Western allies by keeping Spain "benevolently" neutral. . . .

JOHN D. SIMMONS
Kingston, N.Y.

CONTINUED ON NEXT PAGE


Now, at length QUALITY in a long cigarette




Basil Rathbone says:

May I tell you why you'll like smoking the NEW Fatima?

BR

*The name Fatima has stood for the Best in Cigarette Quality for 30 Years.*

*And now, I say the new Fatima is the best of long cigarettes.*

*It's the long cigarette that I know you'll enjoy as much as I do.*

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Basil Rathbone




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# LETTERS TO THE EDITORS

CONTINUED

Sirs:

LIFE has spread the jelly a little too thick in portraying the mighty El Caudillo, Exalted Dictator of España, as a sports-loving, good-natured man. It is a bitter pill that we are being asked to swallow. No doubt Spain is strategic, but rather than vie for the friendship of Franco why not court the pretender, Don Juan?

Oh, yes! I think you also portrayed Stalin and Company in the same light during the war if I remember correctly, and that dose really choked us.

M. ALLAN TURNER
Roanoke, Va.

Sirs:

The photo of General Franco clearly demonstrates the proper method of becoming a mere name inscribed in

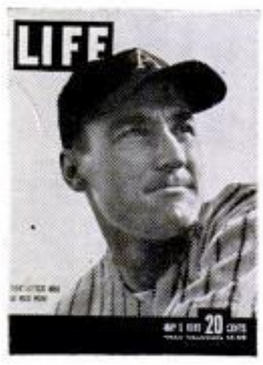


a marble orchard. Safety rules regarding loaded firearms are apparently unknown to the general and his companion. On the other hand, perhaps after the incident the companion was drawn and quartered for an attempt on the life of El Caudillo.

ROBERT C. DEEGAN
Kingston, N.Y.

CONTINUED ON PAGE 18


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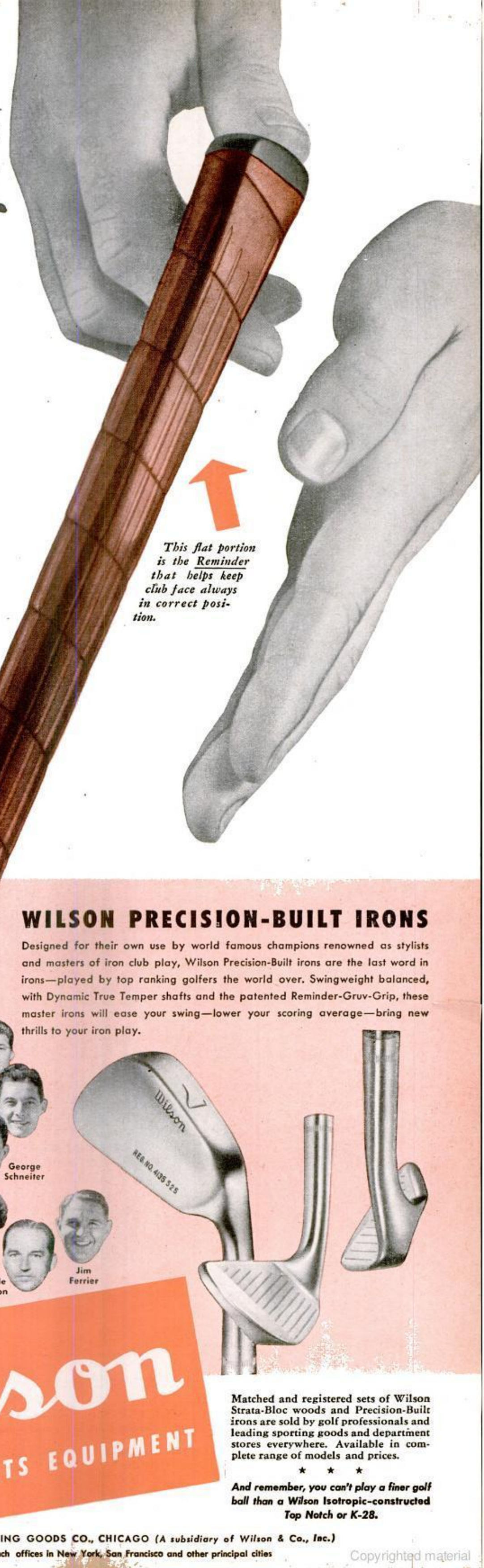
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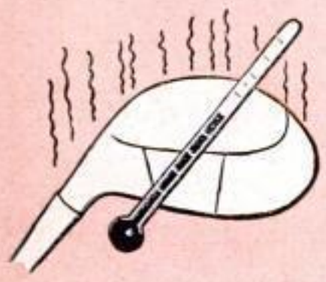
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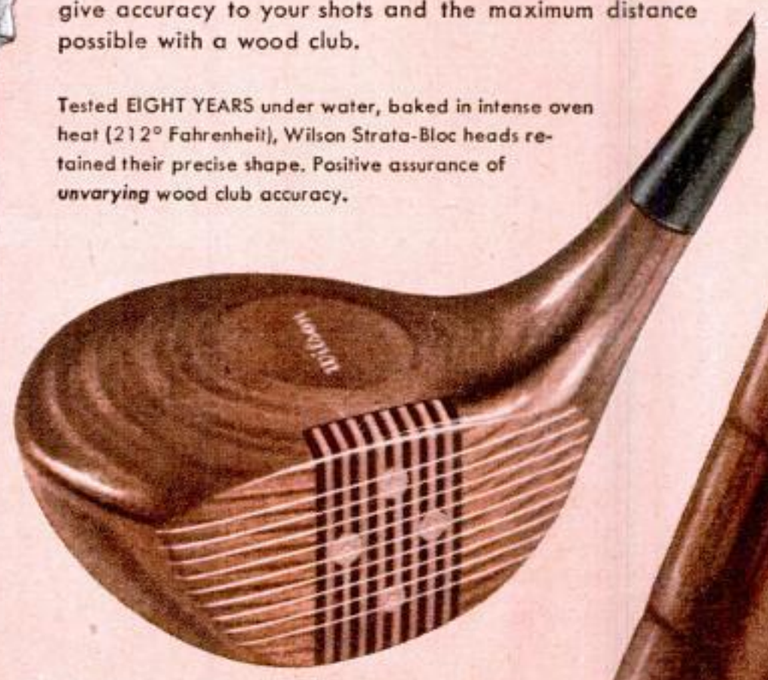
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**The NEW HUMIDOR TOP—locks OUT the air—locks IN the freshness and flavor.**




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THE NATIONAL JOY SMOKE


# LETTERS TO THE EDITORS

CONTINUED

### MEDALS

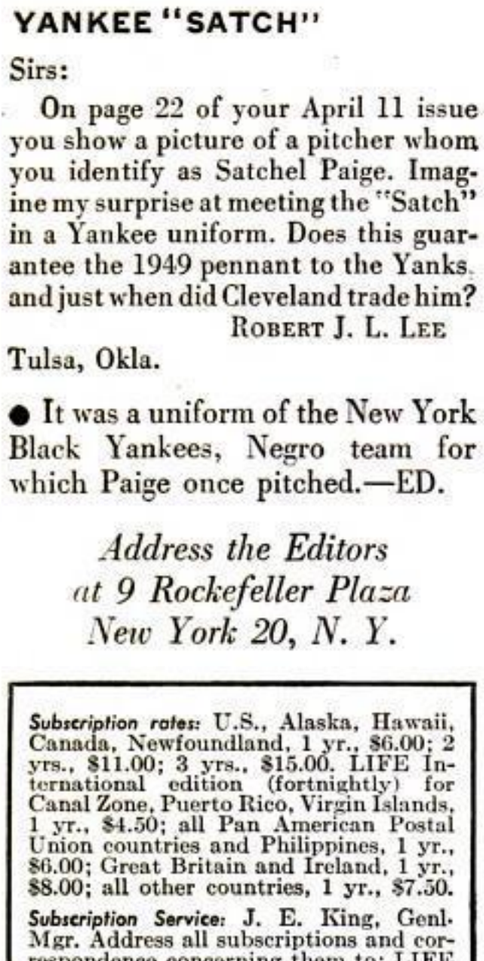
Sirs:

The picture of the Russian ice skater (Life, April 11) was quite interesting.

A large collection of medals is characteristic of a successful amateur competitor. Enclosed is a picture of a former champion Norwegian skater, showing him adorned from neck to knee with medals, indicating that this custom is not peculiar to Russia . . . .

RAYMOND E. BLUM

Nutley, N.J.



SKATER OSCAR MATHISEN

### YANKEE "SATCH"

Sirs:

On page 22 of your April 11 issue you show a picture of a pitcher whom you identify as Satchel Paige. Imagine my surprise at meeting the "Satch" in a Yankee uniform. Does this guarantee the 1949 pennant to the Yanks, and just when did Cleveland trade him?

ROBERT J. L. LEE

Tulsa, Okla.

● It was a uniform of the New York Black Yankees, Negro team for which Paige once pitched.—ED.

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*at 9 Rockefeller Plaza*
*New York 20, N. Y.*


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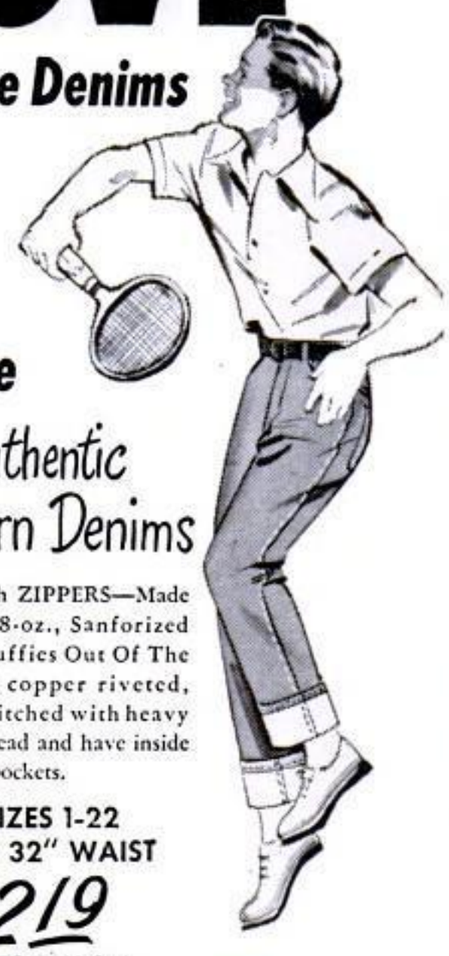
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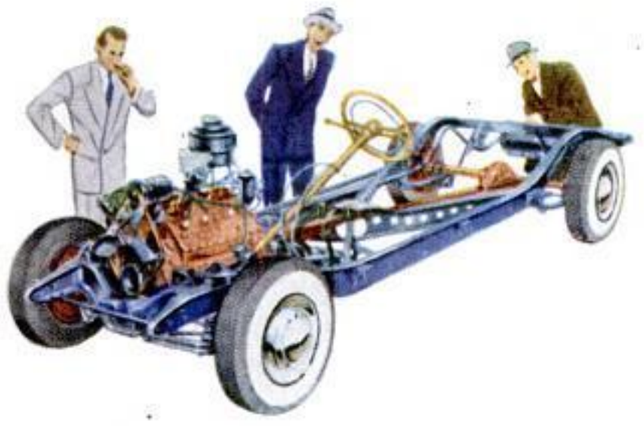


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Tune in STARS OVER HOLLYWOOD—CBS Saturday

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# *SPEAKING OF PICTURES...*

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**READY FOR TEST,** Navy volunteer faces metal vent of the wind machine and braces himself for the impending quarter-ton blast of its air stream. Protective eye pads used in the first tests were soon found to be unnecessary.

The grotesque portraits on these pages show what happens to a jet pilot's face when he bails out of a disabled plane and plunges into the roaring air stream around it. Actually the gruesome grimaces which give these faces their ultra wind-blown look were produced in laboratory tests which duplicated bail-out conditions of jet aircraft. At the Navy's Aeronautical Medical Equipment Laboratory in Philadelphia stouthearted volunteers were strapped to a reinforced seat and pummeled with a 300-mph blast of air while scientists took high-speed movies of their fluttering features.

The purpose of the Navy tests was to find out how much wind an unprotected face can stand. Earlier experiments, made with a plaster dummy instead of a living subject, showed that the conventional face coverings worn by pilots are useless in high-speed bail-outs; helmets, goggles and oxygen masks are sometimes blown off or torn to bits by air streams of 300 mph (*next page*). At first Navy scientists were afraid that a pilot's face would rip as readily as his leather helmet. The tests proved them wrong: even blasts of 350 mph and more do no real damage to resilient human flesh. The impact of the air twists features beyond recognition; the cheeks flap, the ears are stretched back, the mouth is forced open. But when the air blast is reduced, muscles and skin return quickly and painlessly to their normal state.



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AND HIS FACE FLATTENED AS WIND REACHES 275 MPH (ABOVE). BELOW, A SECOND SUBJECT FACES AN AIR STREAM MOVING AT 310 MPH

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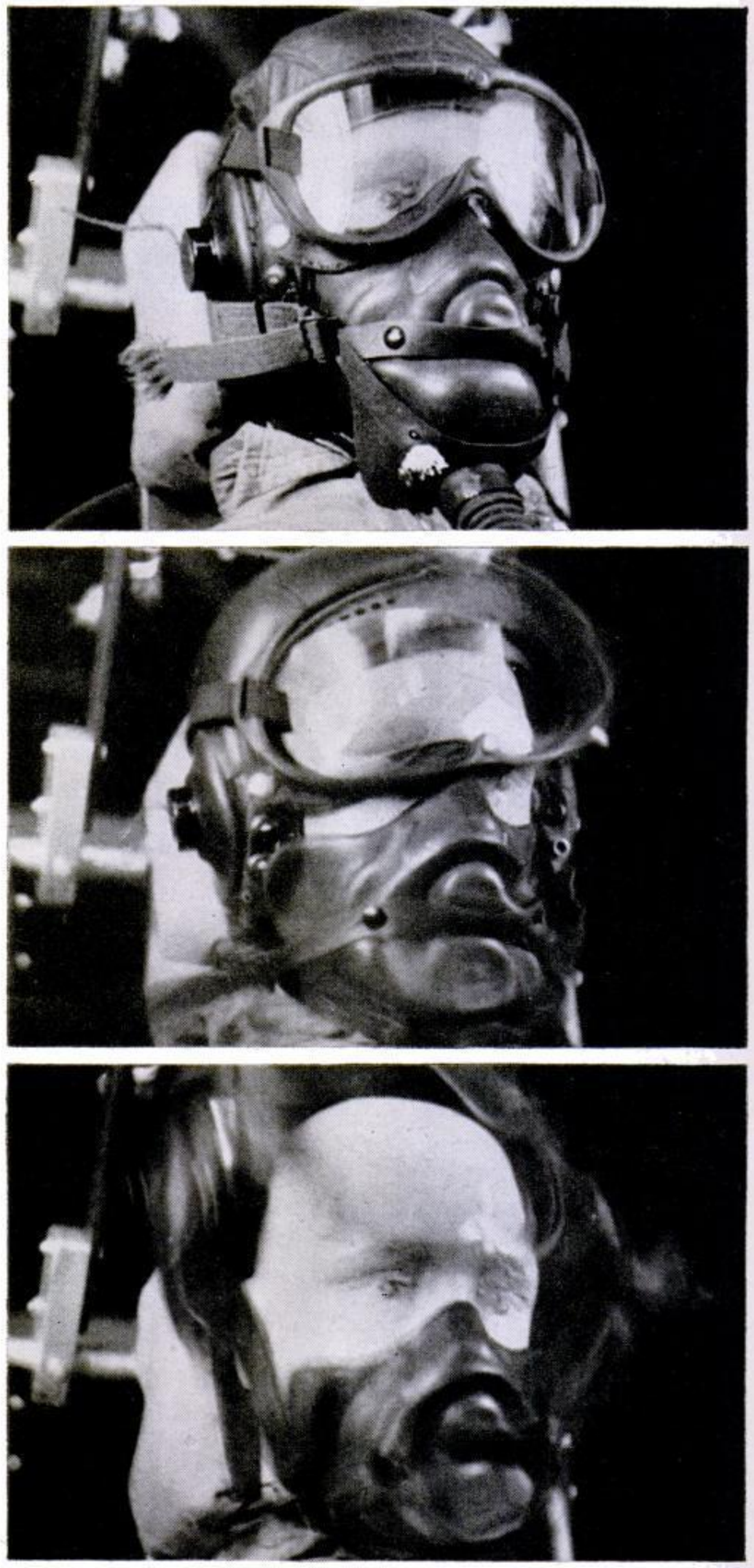
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## SPEAKING OF PICTURES

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**TEST ON DUMMY** shows that ordinary helmet, goggles and oxygen mask are blown off or ripped apart by the rushing air stream at jet bail-out speeds.



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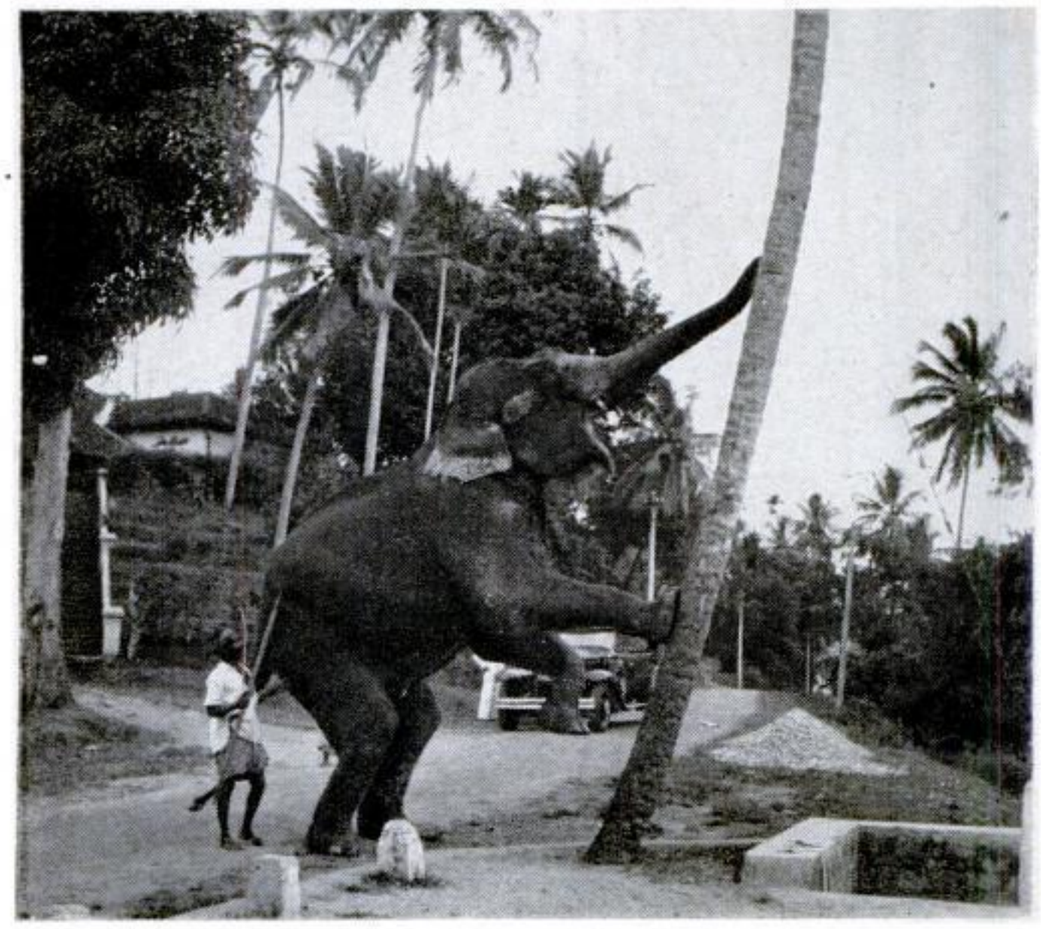



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ELEPHANTS ARE NOT ONLY CEYLON'S SYMBOL BUT DO HER BULLDOZING

# CONTENTED CEYLON

## Horses live in zoos, elephants do the work, and this tiny new dominion loves the British

by ROBERT LUBAR

The people of Ceylon have three perversities. They run their railway locomotives backward half the time; they use elephants to pull wagons and keep horses in zoos, and they get along on terms of the greatest goodwill with the British.

The Ceylonese have excellent explanations for all three of these phenomena. Running locomotives backward spares the necessity for costly, space-wasting turnarounds. Elephants are plentiful and therefore available as beasts of burden while horses, due to a singular soil deficiency on the island, are rare and therefore curiosities. As for the British, their memory is cherished because their imperial dealings with Ceylon were unique.

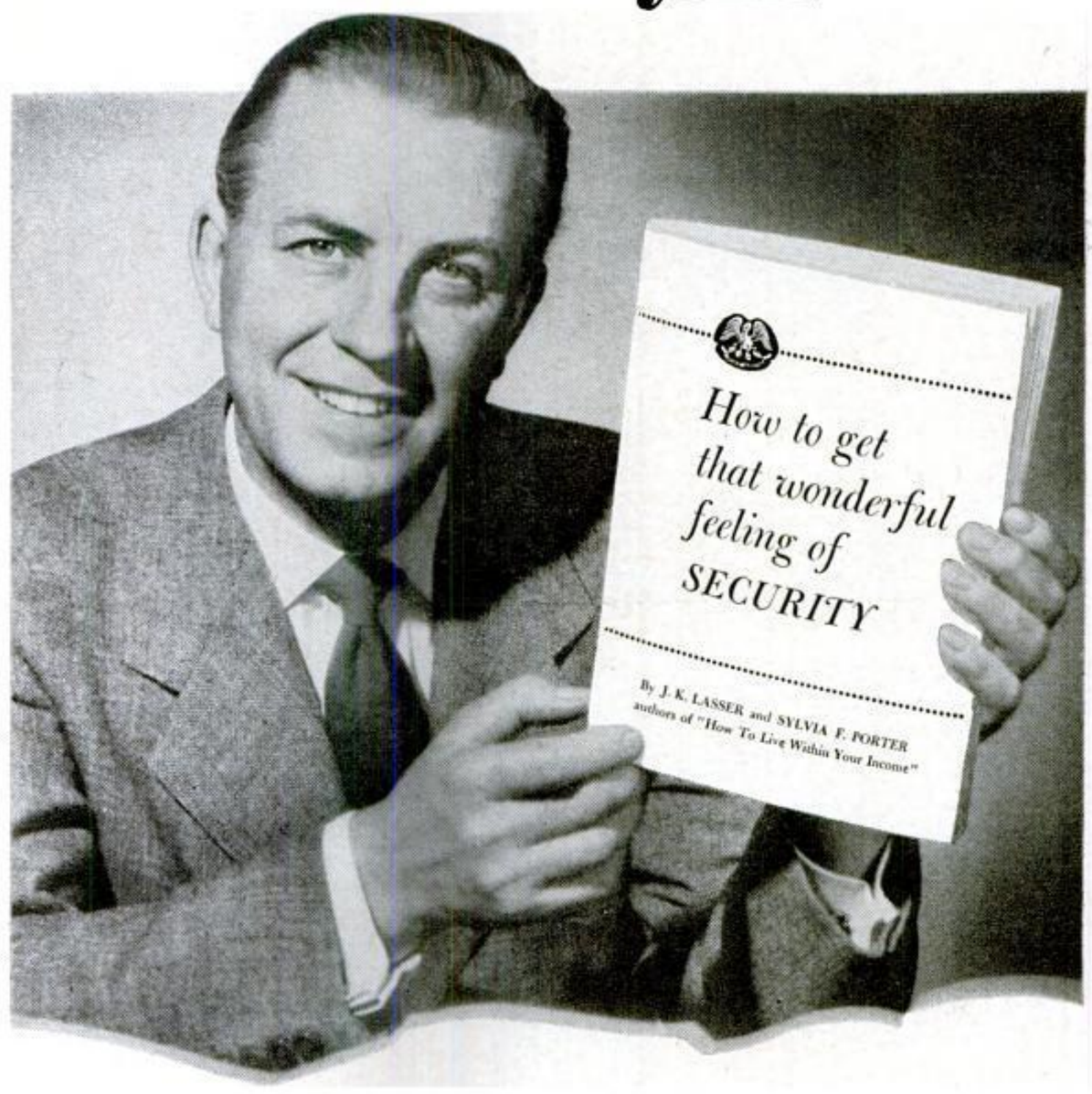
. When Britain scrapped the bulk of her Asian empire after the war, Ceylon became the smallest and youngest dominion in the Commonwealth. The event escaped wide notice, partly because Ceylon is so small (25,000 square miles) and many people were under the mistaken impression that it was part of India anyway, but mostly because the transition to freedom was so well cushioned with goodwill. The continuing friendship was reflected recently when the island celebrated the first anniversary of its independence: a British cruiser was welcomed into the harbor of Colombo, the island's capital, with a 21-gun salute and the Ceylonese, with plenty of native songs to choose from, preferred to sing *God Save the King*. A few weeks before that a British parliamentary delegation had presented the young dominion parliament with an ornately jeweled mace and a speaker's chair, a gift which the Ceylonese accepted with the pride and gratitude of a youth whose father has given him his first safety razor.

The Ceylonese have never had either the arms or the resources to fight off foreign rule, and since their island is rich and accessible their history is full of invasions. Moreover the Sinhalese, who are the majority of the population, are steeped in Buddhist nonviolence. Recently a carrier pigeon was shot down while carrying a message inland from Colombo. Hundreds of outraged villagers gathered to bury the bird and, after mourning it, set out to hunt its slayer.

The architect of Ceylon's freedom after seven centuries of domination by India, China, Portugal, Holland and finally Britain, was Sir Ponnambalam Arunachalam, one of the most nonviolent revolutionary heroes in history. Born in 1853, he was a civil servant in the British administration and so efficient that he was knighted by the king. But

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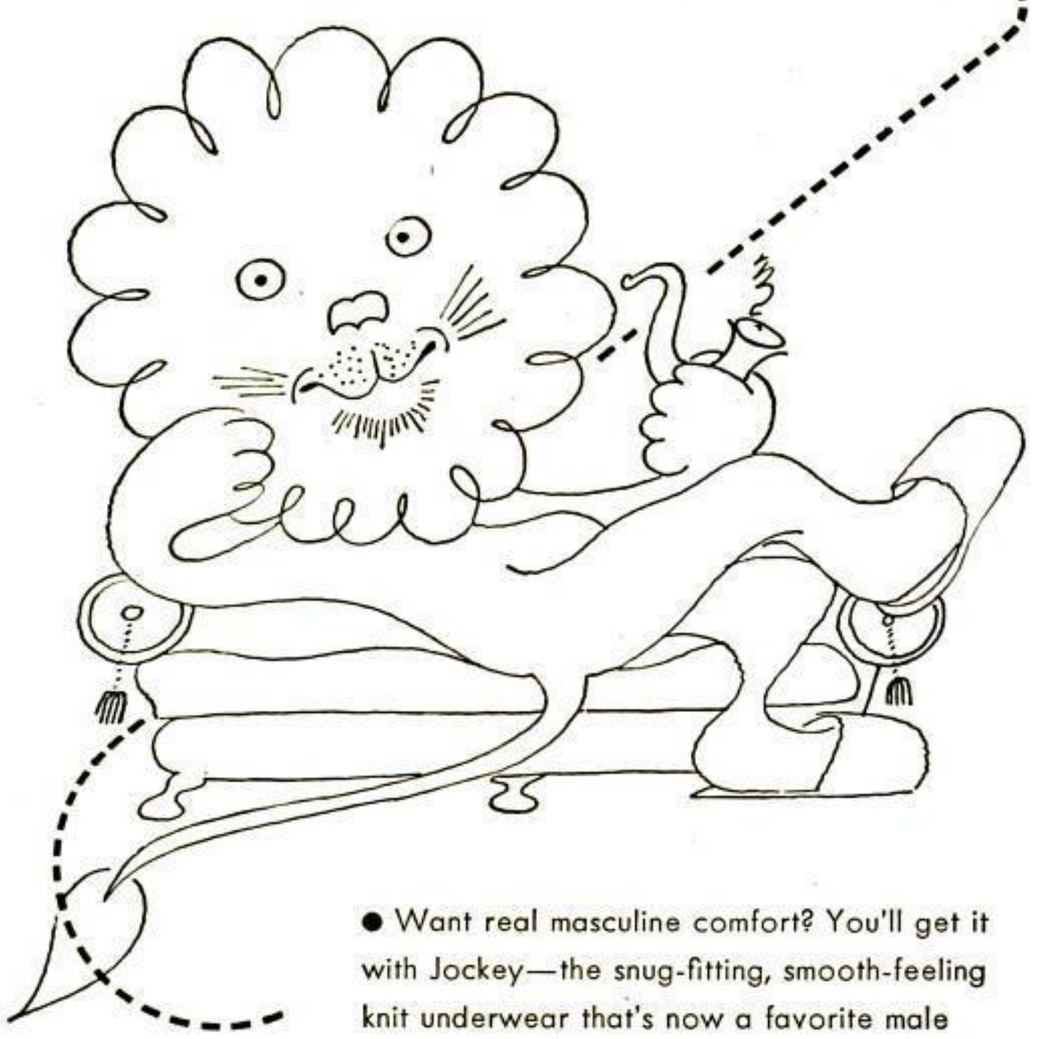


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while he performed his job, he worked subtly on the side to persuade the British to grant more and more self-rule to Ceylon. To show that he had no hard feelings while he was carrying on this campaign, he sent his grandson —now an editor of a leading Colombo daily—to be educated in England.

By the time he died in 1924, Sir Ponnambalam had softened the British up to the point where, in 1931, they allowed the Ceylonese to elect their own parliament and ministers by universal suffrage. The voting rolls included a great many illiterates although Ceylon's literacy rate (50% in the cities and 25% in the countryside) is very high for Asia. To assist them, the electoral law provided that candidates had to enter on the ballot not only their name but also a symbol, such as an elephant, a tiger, a monkey or a tree.

Sir Ponnambalam's "revolutionary" work was carried on by heavy-lidded, shrewd Don Stephen Senanayake, now Ceylon's first prime minister. In World War II he urged the Ceylonese to give the British all the help they needed. The island became an important fleet base, an invasion area and an admirable headquarters for Admiral Lord Louis Mountbatten's Southeast Asia Command, which settled down in the botanical gardens of the picture-book hill town of Kandy. "British gratitude," Senanayake says, "was so great they couldn't resist freeing us."

The British exit was so graceful that some Ceylonese almost seemed to miss the ruling hand. Sir Oliver Goonetilleke, Ceylon's high commissioner in London, meant it when he gushed, "There'll always be a little corner of England in Ceylon." There is still as big a colony of British businessmen in Colombo today as in the heyday of imperial rule, selling chemicals, dynamos, soap and toothpaste. The Ceylon government has given them the concession they probably appreciate most: a low duty on Scotch whisky. In Colombo's Grand Oriental Hotel a *chota peg* costs the equivalent of only 40¢, which is hard to beat anywhere.

There is a little corner of Britain even in the Dominion Parliament, a bandbox version of Westminster complete with liveried usher, wigged speaker and Hansard. Ceylonese politicians strut their Orders of the British Empire and zealously keep the "Sirs" before their names. Fathers still send their sons to Oxford and Cambridge and boast of their own university records.

A small fringe of ultranationalists are offended by these vestiges of Britishism. The Ceylo-

CONTINUED ON PAGE 30


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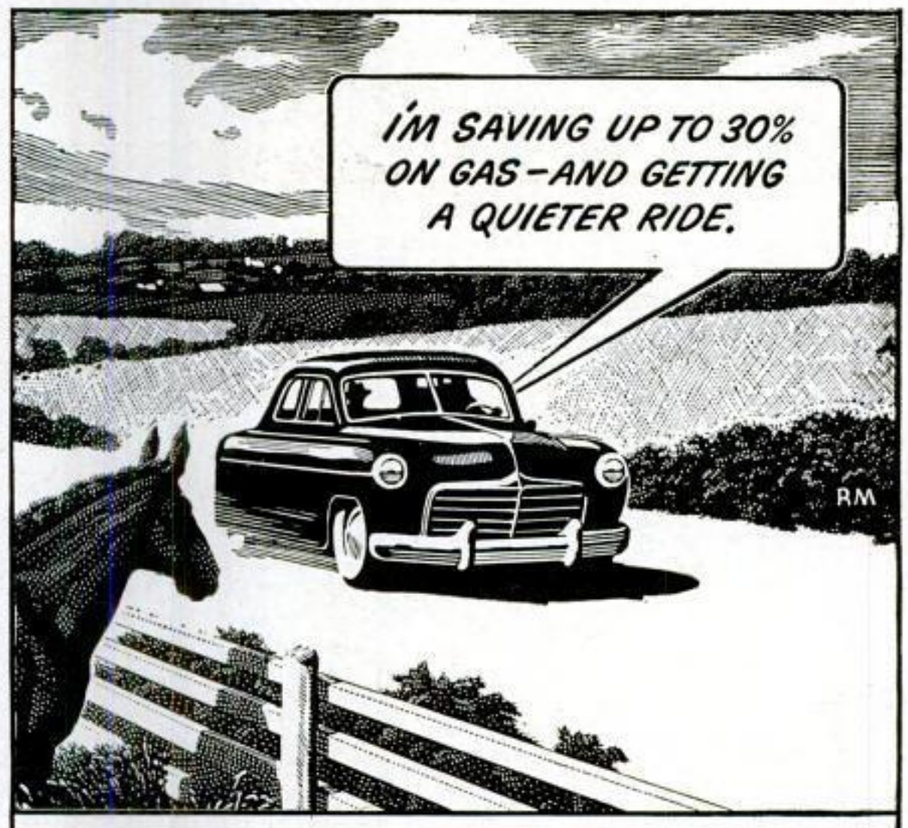
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nese, however, have made a habit of assimilating bits and pieces from their conquerors. When the Hindus swarmed down from South India, the Sinhalese Buddhists let them build temples to the Hindu God Siva among the Buddhist altars. When the Portuguese came, many Sinhalese decided to take Portuguese last names. From the Dutch, Ceylon inherited solid, graystone Dutch Reformed Churches in all the big seaboard towns and a flourishing colony of half-castés, who are called burghers in memory of their forefathers.

The thing which causes Ceylonese ultranationalists to bristle more than anything else is the British naval base at Trincomalee, Ceylon's fine east coast port. But many Ceylonese explain Trincomalee as a young Colombo merchant did, "If the British didn't lease it, we Ceylonese would have to keep our own naval establishment at Trincomalee. As it is, we have to devote only 2% of our budget to military preparations and have plenty left for health and education."

Most of Ceylon's ultranationalists are in the far left, which makes up the bulk of the government's parliamentary opposition. The leftists polled 22% of the popular vote in the 1947 general election, largely because their glib-tongued orators had charmed the disgruntled war workers who had been thrown out of their jobs when the Allies left Ceylon at the end of the war. Prime Minister Senanayake's government, however, is confident that 1947 figures represented the peak of leftist strength. A cabinet minister said, "Buddhists teach that one's station in life was predetermined by his conduct in a previous incarnation. That doesn't leave the Communists much room to exploit discontent."

The operations of the left are curtailed also by the fact that their own ranks are quite hopelessly split. Three Red factions are constantly tearing each other apart: the official, Moscow-inspired Communist party (which is the smallest); the Bolshevik Sama Samaj (Equal Society) party, formerly called the Bolshevik-Leninist party; and the Lanka (Sinhalese for Ceylon) Sama Samaj party, largest of the leftist organizations.

As a result it is not unlikely that a fourth perversity may soon be added to the Ceylonese way of life: the divergencies of opinion on the left have gone so far that the opposition cannot even get together to pick a leader. In the name of parliamentary order, Prime Minister Senanayake's government may have to step in and pick one for them.

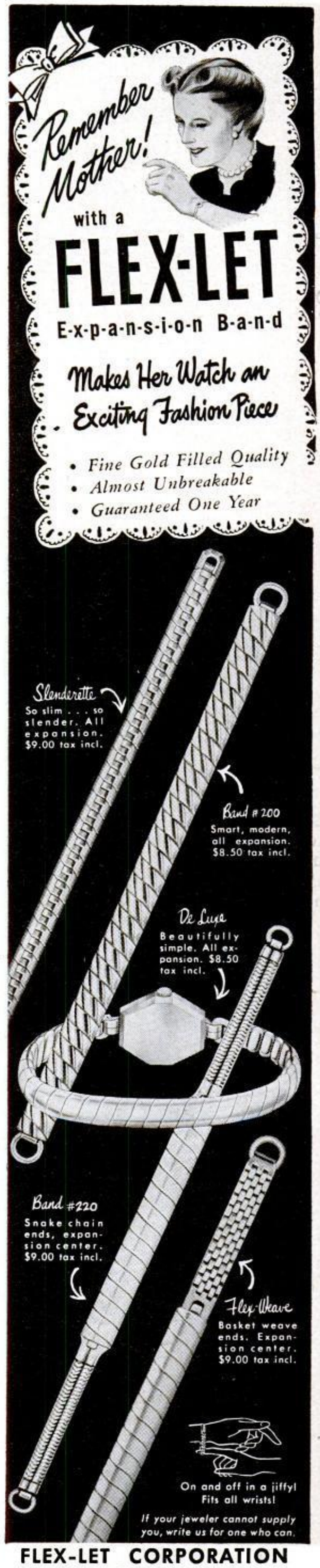




Who could resist the romantic lure of bare shoulders set off by Cole's exciting "Proud as a Peacock" sun dress...the tempting little waist made even smaller by the affectionate fit of Matletex* shirring? And of course you'll want the fitted bolero for double duty, double beauty. The Peacock print illustrated (a Fuller Fabric), was designed just for this dress. Also in other exclusive Cole cottons. At better stores: the dress, $17.95...with bolero, $22.95.

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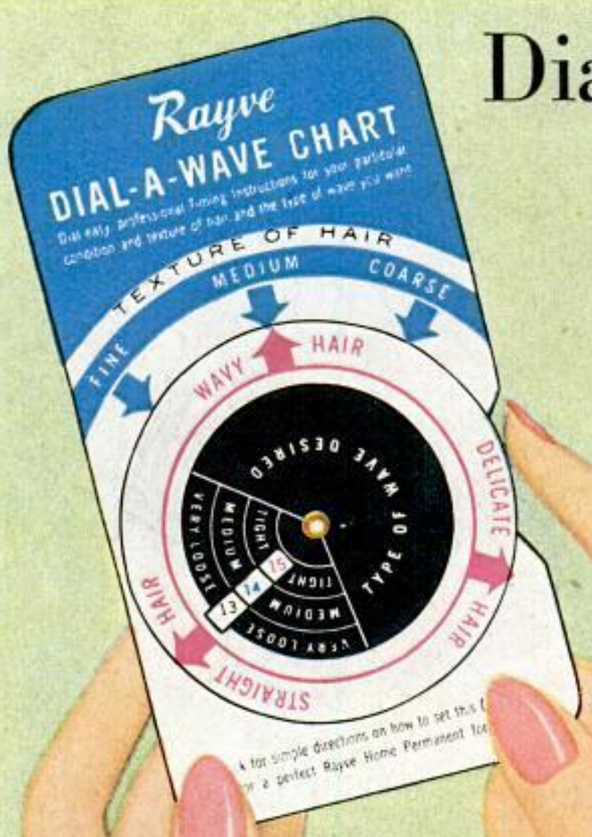
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# LIFE

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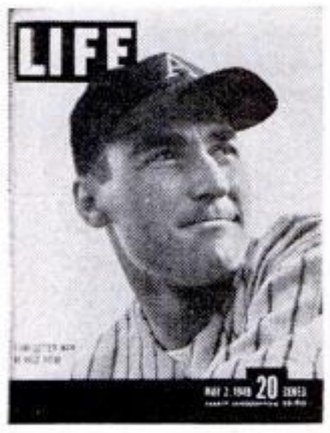
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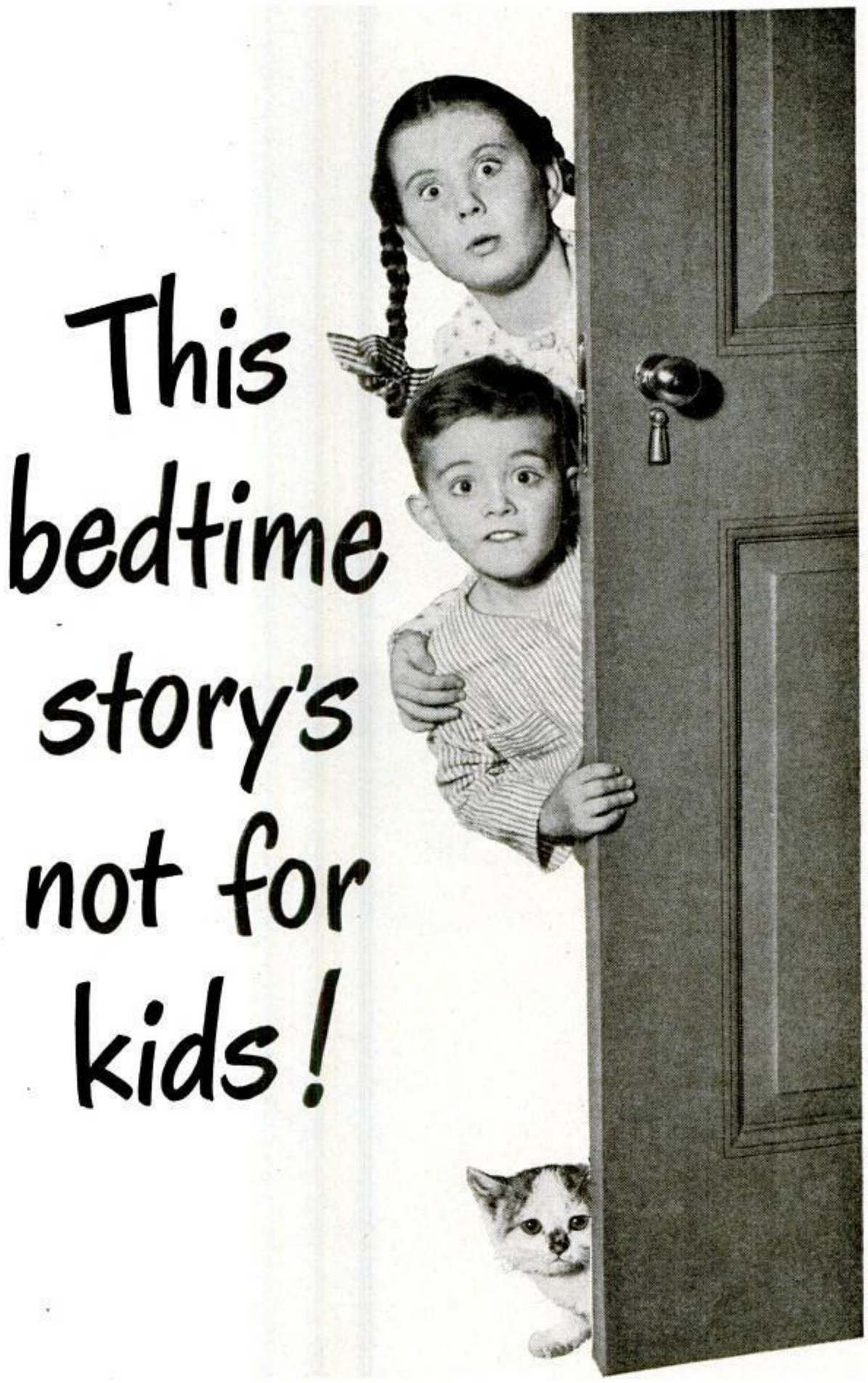
## LIFE'S COVER

Like Stan Musial, 1948 National League batting champion, Arnold Galiffa, West Point's great all-round athlete who appears on LIFE's cover, comes from Donora, Pa. When Galiffa posed for Photographer Arnold Newman he particularly impressed Newman with his icicle poise. Galiffa's classmates stopped to razz him while Newman was taking pictures, but Galiffa never flickered an eyelash. His classmates should have recalled he had that same poise the first time he came to bat in a West Point baseball game. Result was a home run on the first pitch. For more about Galiffa see pages 95 and 96.

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And Mrs. Sanford mentions another important point to remember when comparing wearing qualities... the number of sheets in use:

"The fact that I had only 6, and two of them are still fresh and white and whole, makes my bedtime story even better."

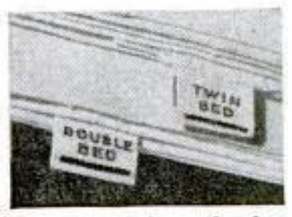
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**Who'd** have ever thought they would get gas 'way out on the Guthrie place? Somebody should count the steps that's going to save Mrs. Guthrie.

**The only ones** who may regret this new improvement are the kids, since it probably means a new hot water heater—and more baths!

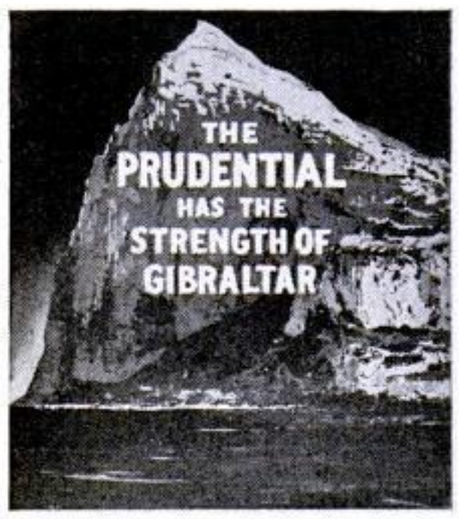
**But how** was the Guthrie family provided with this convenience? The gas company was ready to furnish service but needed money to buy necessary equipment. The Prudential lent the company $250,000 to buy "bottled gas" cylinders. Now there are more than 25,000 farm and suburban families in Ohio, Indiana, and Kentucky as delighted as the Guthries are with their gas.

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LIFE

Vol. 26, No. 18 May 2, 1949

# IRISH BECOME A FREE NATION

For 33 years the Gaelic battle cry "*An Poblacht Abu!*" ("Up the Republic!") had risen from Irish lips. Last week as Easter came, the republic was up at last. The white, orange and green tricolor floated in triumph over the General Post Office in Dublin (*left*) where Irish patriots first raised it during the abortive Easter Monday rebellion of 1916. The independent Republic of Ireland (pop. 3 million) now joined the family of nations.

Independence followed 795 years of full or partial British rule and long struggle against it. Although the 1916 revolt was put down, it led to the Irish Free State with dominion status in 1922. After Eamon de Valera came to power in 1932, the Free State abolished the oath of allegiance to the United Kingdom. Last December the parliament finally cut the last governmental ties with Britain. The proclamation of this act was delayed until Easter so it might serve as a tribute to the heroes of the rebellion.

There were formal observances in all 26 counties of the republic. In the six northern counties of Ulster, whose government remains loyal to the Crown, nationalist orators eulogized the heroes of rebellion while police watched them closely. Many Irishmen will not be satisfied unless and until the republic includes Ulster, and the old cry for a national language has been renewed with independence (*below*). To most, however, the cannon firing proclaiming the republic was the sweetest music since the harp was heard through Tara's halls.



**IRELAND'S PRESIDENT** Sean O'Kelly, in silk hat and cutaway, welcomes independence by reviewing an honor guard in Dublin beneath the Lord Nelson monument, towering reminder of British influence now ended.




**THE KING'S ENGLISH** is used to demand its abandonment in favor of ancient Gaelic, which few Irish use.



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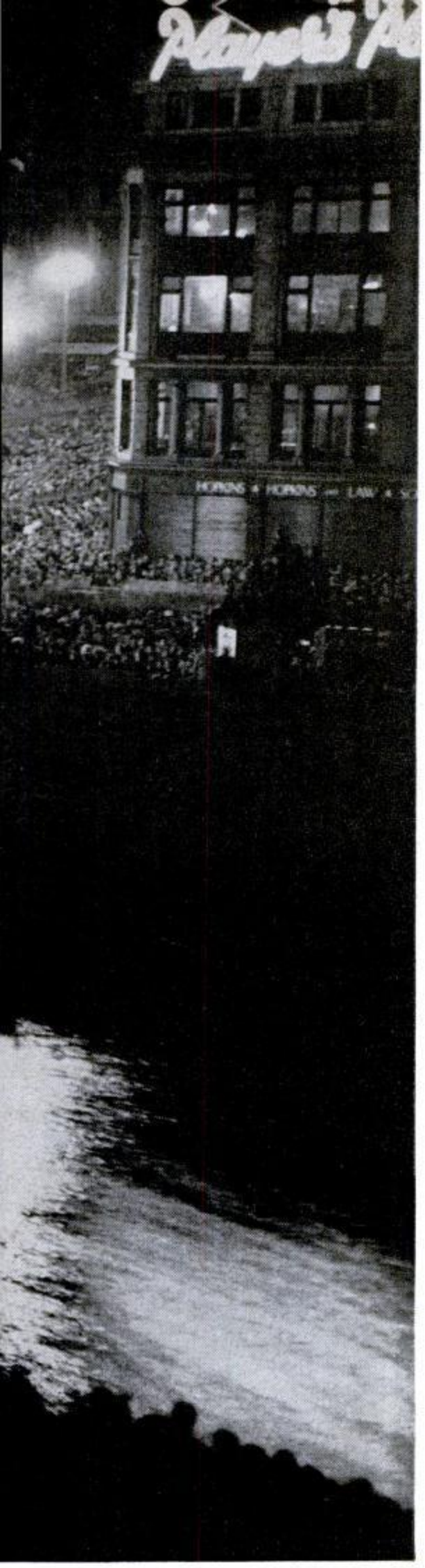
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THE ARMY FIRED A 21-GUN SALUTE



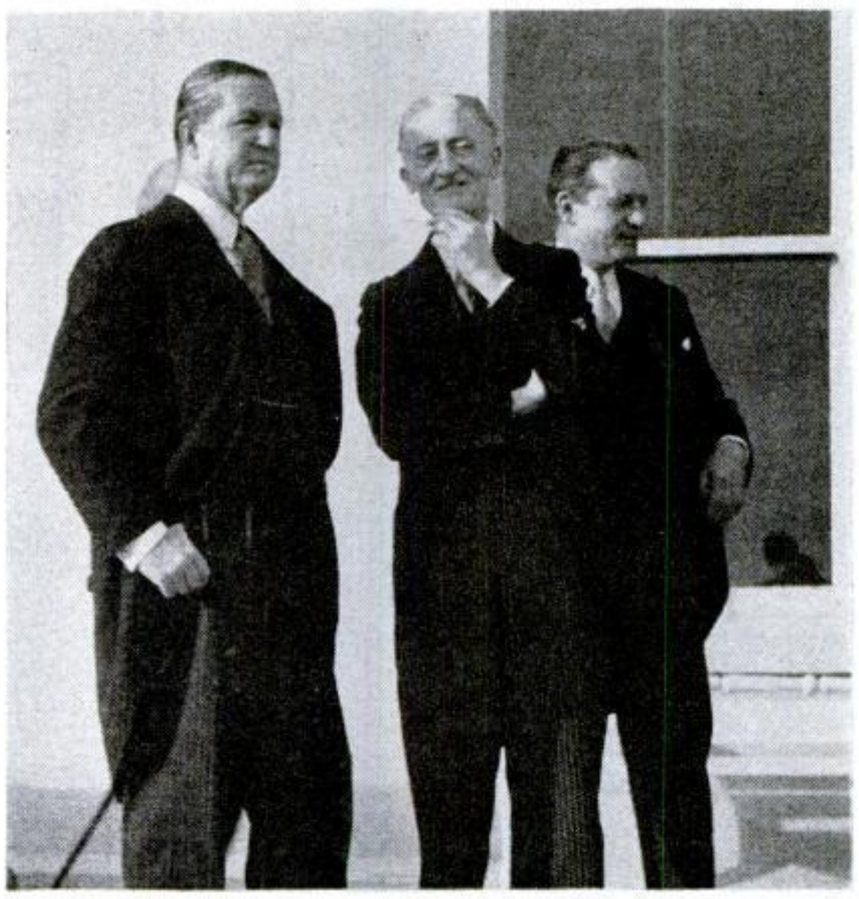
IN THE BLUE LION PUB ON PARNELL STREET, FOUR STURDY DUBLIN HOUSEWIVES HOIST A BEER TO THE HAPPY OCCASION

# DUBLIN CELEBRATES IN STREETS, CHURCHES AND PUBS

In Dublin, the capital and cradle of the freedom movement the Irish celebrated noisily. O'Connell Street, which was spotted with rebel blood on Easter Monday 33 years ago when Patrick Pearse and his compatriots launched their revolt against England, was the center of festivity. As midnight of Easter Sunday passed, trumpets blared, 21 guns boomed and 150 riflemen of the Irish army fired a rattling *feu de joi* to open the day of anniversary and freedom. On O'Connell Bridge over the Liffey (*left*) a crowd cheered and sang *When Irish Eyes Are Smiling*—along with a fresh number, *Buttons and Bows*. But non-Irish spectators who had come expecting to see joyful riots and mayhem were surprised at the restraint and the frequently prayerful celebration which they actually saw (*below*). From Rome, Pope Pius sent his apostolic blessing to the heavily Catholic new nation, and the heads of governments everywhere cabled felicitations. George VI, who is King of Great Britain but no longer of Ireland, proffered his "sincere good wishes."



atives of revolutionary martyrs to witness parade of colors on O'Connell Street and the raising of the new republic's flag.



**AMERICAN WELL-WISHER,** U.S. Minister George Garrett (*left*), chats with Irish Finance Minister Patrick McGilligan during a reception for foreign diplomats at President O'Kelly's home.



**PRAYER FOR MARTYRS** brings Michael McAteer and family to Republican plot at Glasnevin cemetery, where they kneel beside heroes' graves. McAteer and his wife were rebels in 1921.

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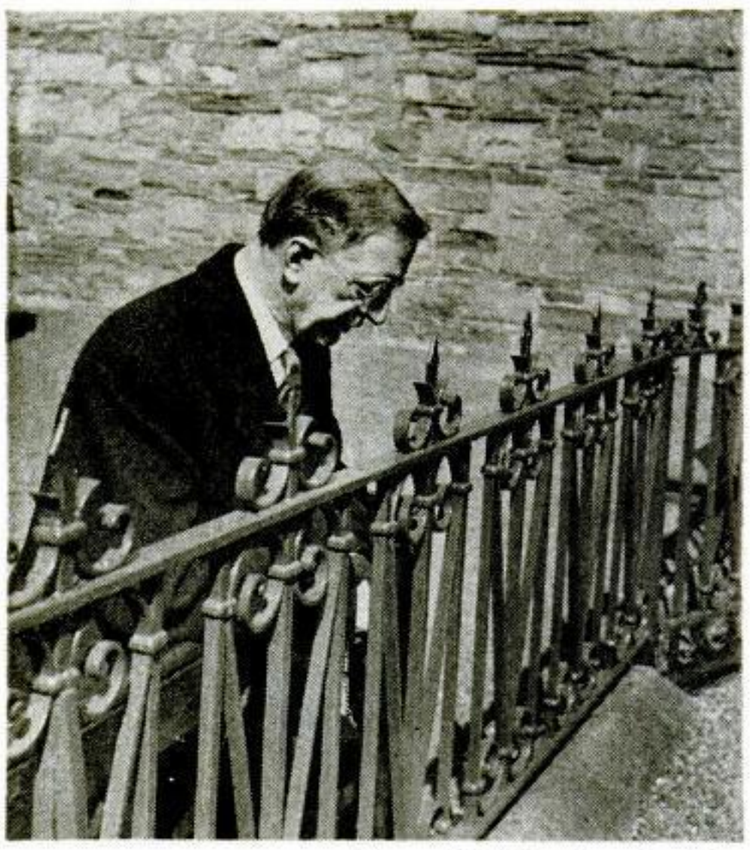
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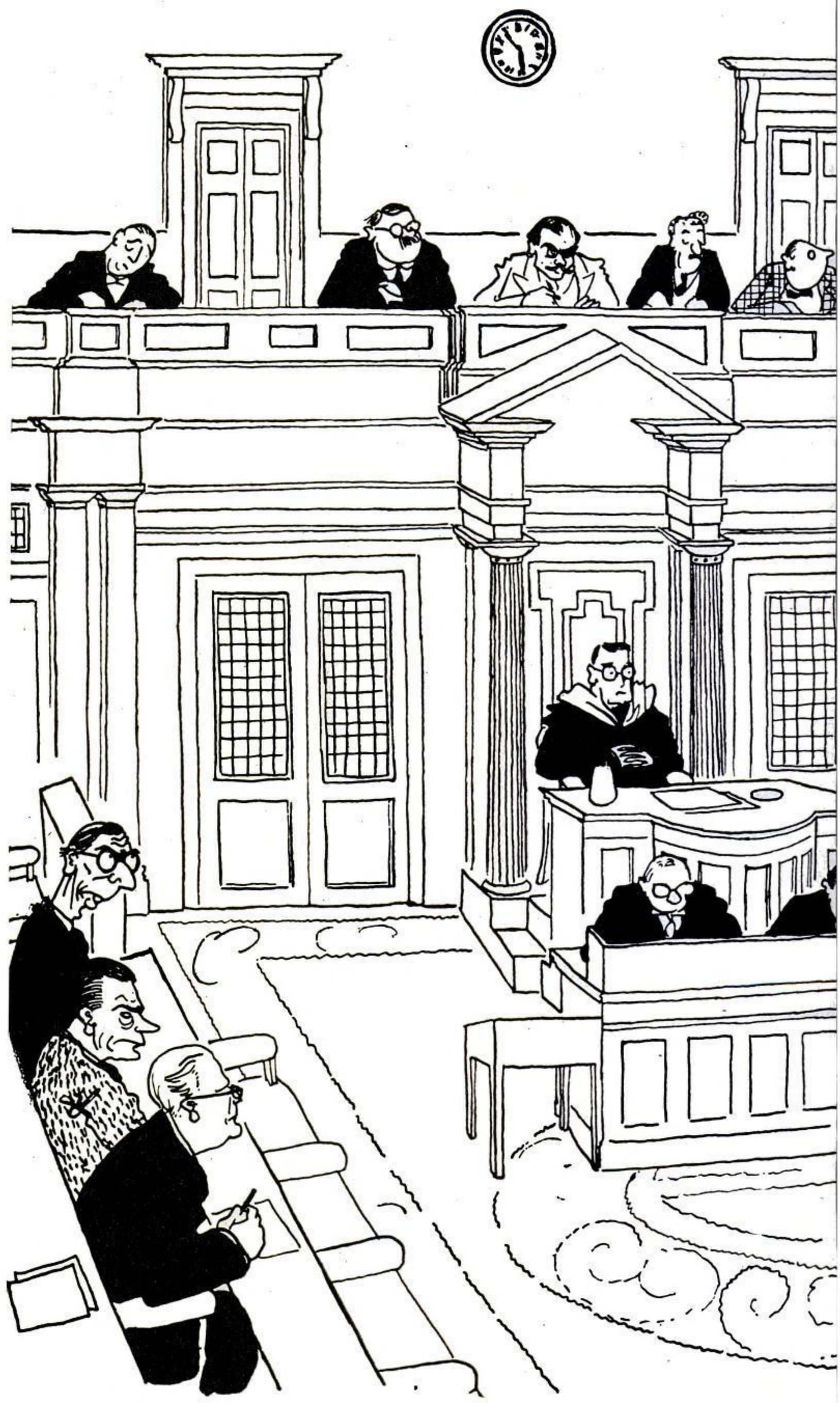
**ON EASTER MONDAY** President O'Kelly (height: 5′3″) and Mrs. O'Kelly (5′10½″) attend celebration Mass.

# AT MOMENT OF VICTORY THE IRISH STILL ARGUE

The man who perhaps did most to make Ireland free was only a sullen spectator at the celebration. Unseated as premier in 1948 when John Costello was elected, Eamon de Valera now broods on an opposition bench in the famed Dáil (*opposite*). His politician's humor seemed to suffer when Costello succeeded in cutting the final links with England. Old "Dev" denounced the celebration as a "sham" (because Ireland is still partitioned) and called on his followers to boycott it. He did not join President O'Kelly (*above*) in hailing the new republic but instead publicly and pointedly prayed for the dead heroes of the 1916 Rebellion (*below*). This moved one Irish barman to remark sourly, "Sure, it's all politics. Costello and his crowd have wiped Dev's eye, and now Dev is trying to get his own back on them."



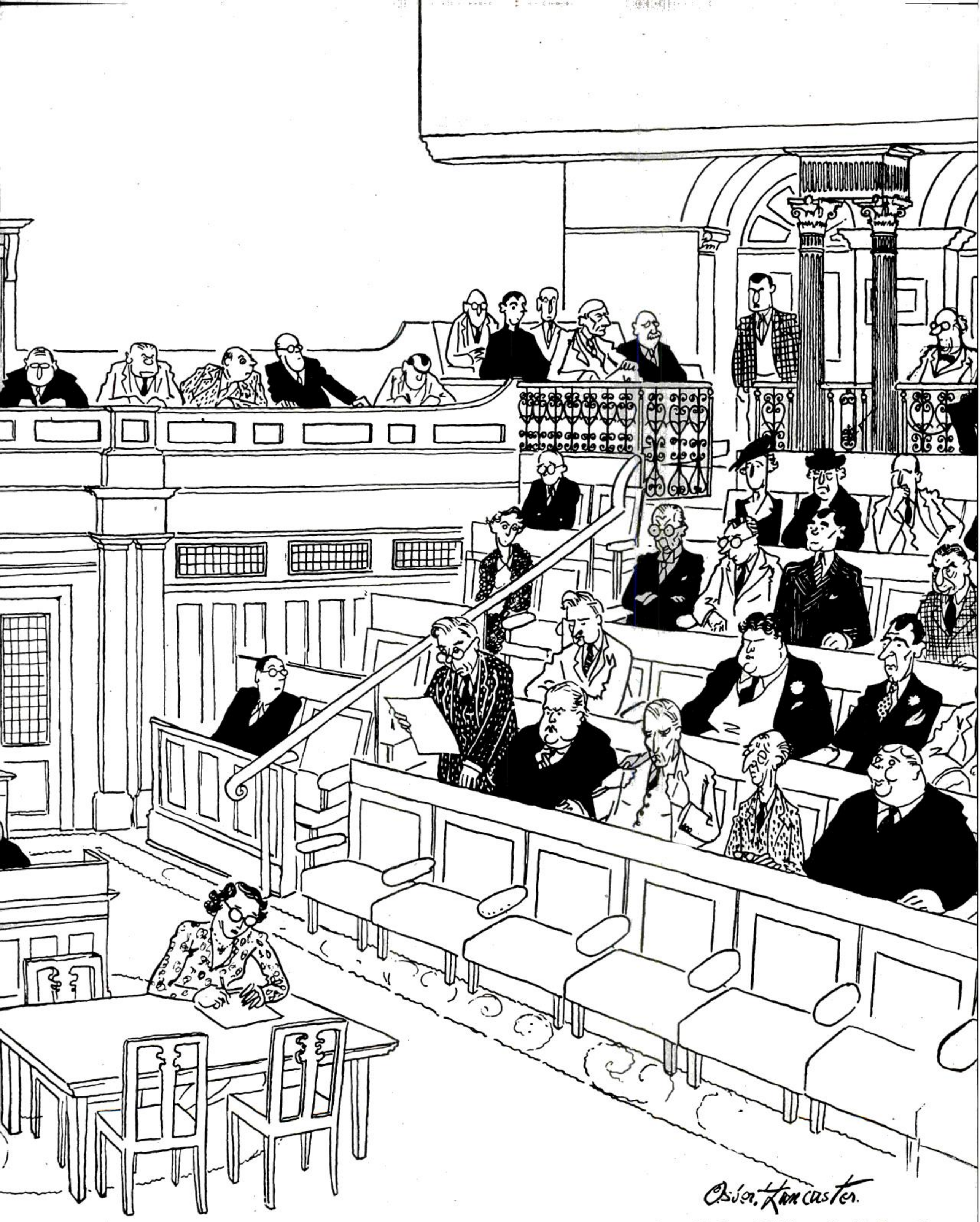
**ON EASTER SUNDAY** Eamon de Valera kneels at historic Arbour Hill cemetery to pray for Rebellion martyrs.



**THE IRISH DAIL,** sketched by Osbert Lancaster, is presided over by Speaker Frank Fahy (on the dais). At right are government benches, with Premier John Costello of the Fine Gael party reading a speech. Pumpkin-



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cheeked Deputy Prime Minister William Norton is next to Costello, and next to him is General Richard Mulcahy, Minister of Education. At extreme left on the opposition bench hawk-faced Eamon de Valera listens skeptically, as do two of his Fianna Fáil followers, Sean MacEntee and Sean Lemass, both former officials in Dev's government.



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EDITORIAL

# HEALTH BY COMPULSION

## THE PRESIDENT PROPOSES MUCH THAT IS GOOD, BUT THERE ARE BETTER WAYS TO ACHIEVE HIS GOALS

President Truman's health message, the subject of rumors and conjectures throughout the winter, is now before Congress. Although it may not produce legislative action this year, it is one of the more momentous documents of our time. Before the 1950 elections come around it will undoubtedly involve both parties in bitter controversy. And the ultimate response of the American people to its main feature will do more to shape the nature of our domestic future than anything else now on the legislative horizon.

The heart of the message is the President's request that Congress base a national health program upon compulsory medical insurance. Since we already have compulsory social security designed to give minimum old-age protection, this request may not seem to be a departure from U.S. tradition. Actually it marks a radical departure. For, where compulsory social security deals with the problem of establishing minimum safeguards, the Truman compulsory health insurance demand has nothing whatever to do with either a minimum or a floor. Following the line that is pursued in *The Nation's Health, a Report to the President*, by Federal Security Administrator Oscar R. Ewing, Mr. Truman has suggested a program to ensure *all* medical services for *all* the people, even down (or up) to the point of removing a wart from the finger of a Rockefeller or giving hay fever injections to a Morgan partner. As contrasted with the "floor" philosophy of the New Deal, the Truman-Ewing proposal introduces a "tent" philosophy: get everybody under cover for everything.

To pay for compulsory medical insurance the Administration suggests a withholding tax on payrolls, with employer contributions to match. The compulsory insurance feature would involve several billions, but in addition to this the President has asked additional federal subsidies for constructing hospitals, federal aid for expansion of medical schools and increased federal grants to help states and localities to control disease at its source and to promote child health and maternity services. The whole proposal, if enacted into law, would come to at least five or six billion a year, maybe more.

### Where Is the Demand?

LIFE is unqualifiedly for many of the things which Mr. Truman has requested in his message. We are for federal subsidies for new (or improved) hospitals. We are for federal underwriting of medical research and education wherever private endowments fail to do a necessary job. We are for federal grants to entice doctors and nurses to the back country where sickness now goes unattended. We are for federal aid to states and localities where subsidies are needed to take care of people who lack the means to pay for care. We are for a constant expansion of the present Public Health Service's efforts to eradicate the environmental causes of disease.

But LIFE refuses to believe that *most* U.S. citizens are unable to look after themselves. What of voluntary group insurance? The President, following Oscar Ewing, says that voluntary medical insurance is already straining at its natural limits. Some 52 million U.S. citizens have entered into Blue Cross or other prepaid hospitalization plans (which admittedly take care of only a small portion of medical costs). Surely if 52 million people have sought out voluntary insurance with virtually no urging from any source, 80 million or 100 million might seek it under effective stimulus. Although the American Medical Association has belatedly got behind voluntary insurance programs, it has been deplorably remiss and can now do a real service if it will.

Is there a popular demand for compulsory insurance as against voluntary insurance? Even Mr. Ewing in his report does not assert that there is. The idea has been kicking around Congress for some years in the Wagner-Murray-Dingell bill, but it has taken Mr. Ewing's pressure on the President really to put steam behind it. Some doctors are for it, but many more fear that compulsory methods would result in "assembly line" medicine, with a consequent decline in U.S. medical standards.

### EWING'S AIMS

**"A satisfactory system of health insurance should provide:**
**1. "That everyone should have access to adequate health and medical services.**
**2. "That everyone should have the kind of services, and all the services, he needs to promote better health.**
**3. "That everyone should be able to obtain these without regard for the level of his personal income."**

Mr. Truman and his health-mate, Mr. Ewing, signally fail to prove that compulsory medical insurance is a crying need in the U.S. To establish the necessity for compulsion the Ewing report leans heavily on income-bracket figures which are probably incontestable. But there are no allowances for the infinite variations of circumstance which determine the human truth behind statistics. Half of all U.S. families, those with incomes of $3,000 or less, says Mr. Ewing, "find it hard, if not impossible, to pay for even routine medical care." The 30% of American families with incomes between $3,000 and $5,000 "would have to make great sacrifices or go into debt to meet the costs of a severe or chronic illness." The upshot of these figures is the contention that only 20% of the U.S. population can afford the medicine it needs.

On the face of it this deduction does not make sense. For even on Mr. Ewing's own showing U.S. health is constantly improving. The average life expectancy of the U.S. citizen has been advanced by 20 years within a couple of generations. American medicine has ended yellow fever, greatly reduced malaria, practically wiped out smallpox, stopped typhoid and diphtheria epidemics. Tuberculosis is no longer the "great white plague," and antibiotics have cut down children's diseases. U.S. citizens have endowed scores of hospitals, created the best medical schools in the world and contributed millions to cancer and polio drives. The big killers of today are heart disease and cancer—in large measure diseases of old age.

Everyone shares these benefits, even those who are on unemployment relief. But beyond this U.S. medicine takes care of many more people than Mr. Ewing would admit. Mr. Ewing implies that 70 million Americans—half the population—exist in some sort of medical darkness. This does not check with the fact that hundreds of U.S. doctors grade their charges in accordance with an "ability to pay" scale, that interns provide a host of services at little cost, that practically every physician contributes a portion of his time to hardship cases. It does not check with the free clinics in our large cities, or with John L. Lewis' United Mine Workers health fund, or with the medical insurance policies which more and more corporations have been writing for their employes.

Again, Mr. Ewing uses his income-bracket statistics without regard to age or regional and economic shadings. For example, some rural areas lack doctors because the people can't pay for them; other rural areas have few doctors because they just don't have much illness. In short, while it is undoubtedly true that millions of people in the U.S. do not have the means for or access to minimal necessary medical care, Mr. Ewing has not shown that compulsory insurance is what they require.

### The State and Moral Power

U.S. health is probably not so good as the A.M.A.'s Dr. Fishbein says it is. But it is good enough in comparison to that of the British, French, Germans, Danes, Dutch and New Zealanders to establish a reasonable presumption that voluntary methods work as well or better than compulsion of one sort or another by the state. This does not mean that some 30 million Americans who can't afford a doctor should be left to suffer in silence. Public hospital services, free or partly free, are an established part of the American scene, and no stigma of "charity" attaches to them. Existing "out patient" services can be extended. The formulas proposed by Senators Robert Taft and Lister Hill, Republican and New Deal Democrat respectively, are good ones and in line with what LIFE supports: let voluntary methods be pushed to their natural limits and let the government pay only for the rest.

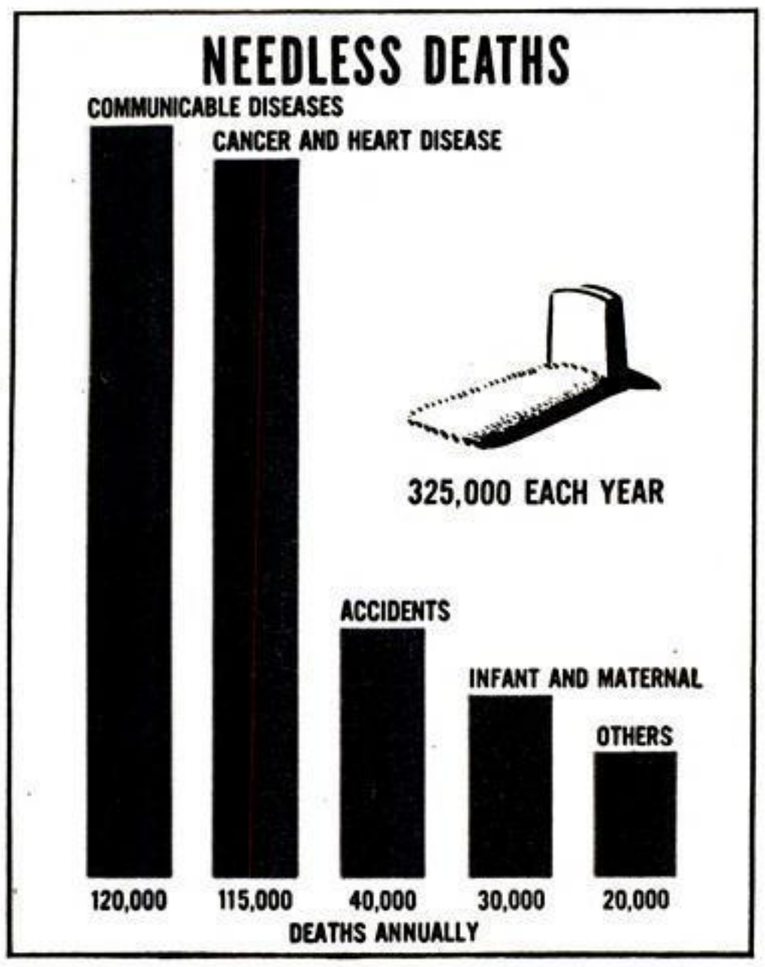
As for the economic impact of the Truman proposal, it can hardly be as painless as the President suggests. It would require a 3% tax on payrolls to finance his scheme. Added to the 2% now levied for social security, this means a 5% fixed charge on the economy. Just how many levies of this nature can an economic system stand without losing the margin that is necessary for healthy growth?

It is not the money, however, nor any threat of "socialization," that in the last analysis bothers LIFE. What worries us is the loss of moral power that must come when a people turns more and more to compulsion to solve its problems. Left to their own devices, the U.S. people have shown both ingenuity and ability in meeting their needs through voluntary action. Without state compulsion they have created the best medicine in the world. What is more, they have demonstrated that American capitalism *can* shape the social instruments necessary to a modern society without relinquishing the freedoms and responsibilities that make it strong.



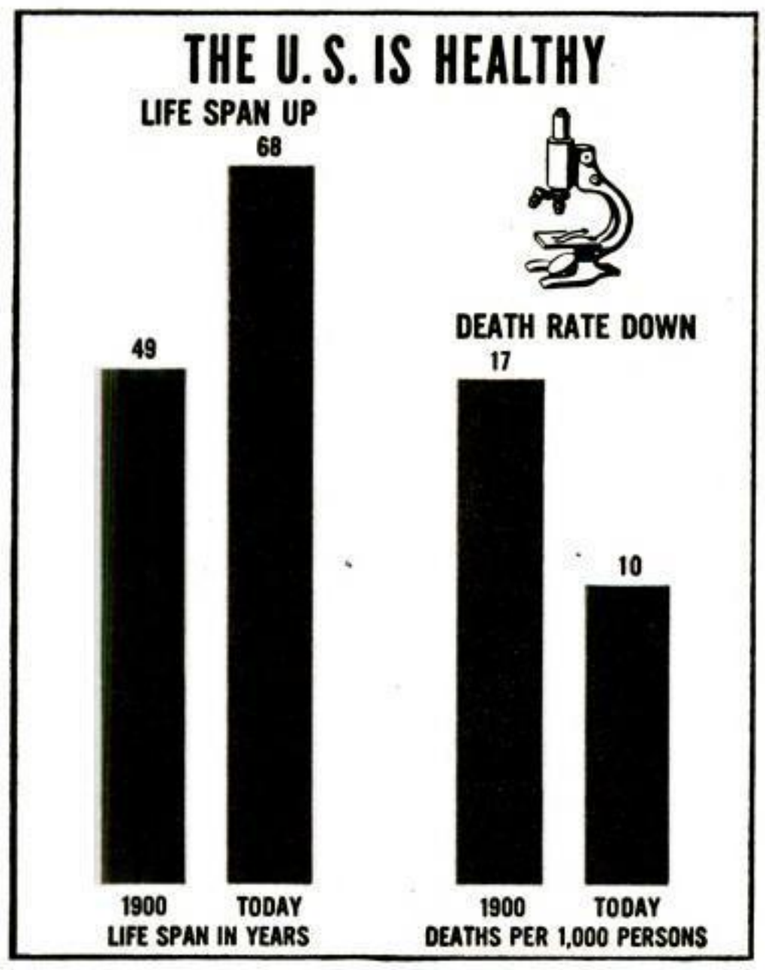
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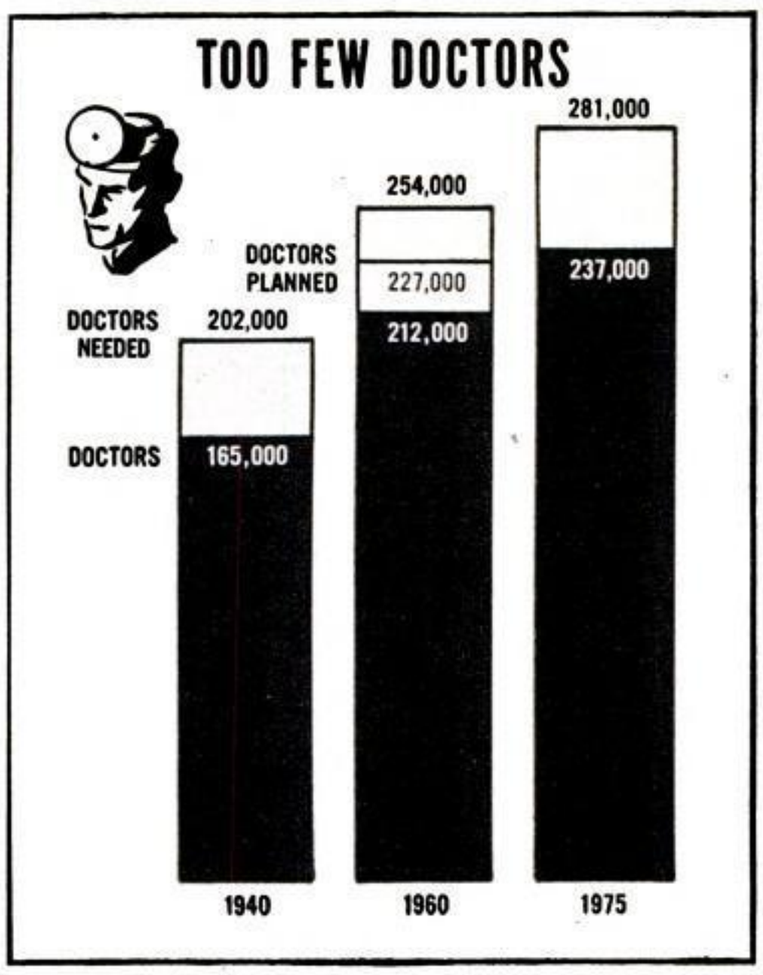
# MESSRS. TRUMAN AND EWING vs. THE A.M.A.




## "TO PROMOTE BETTER HEALTH"

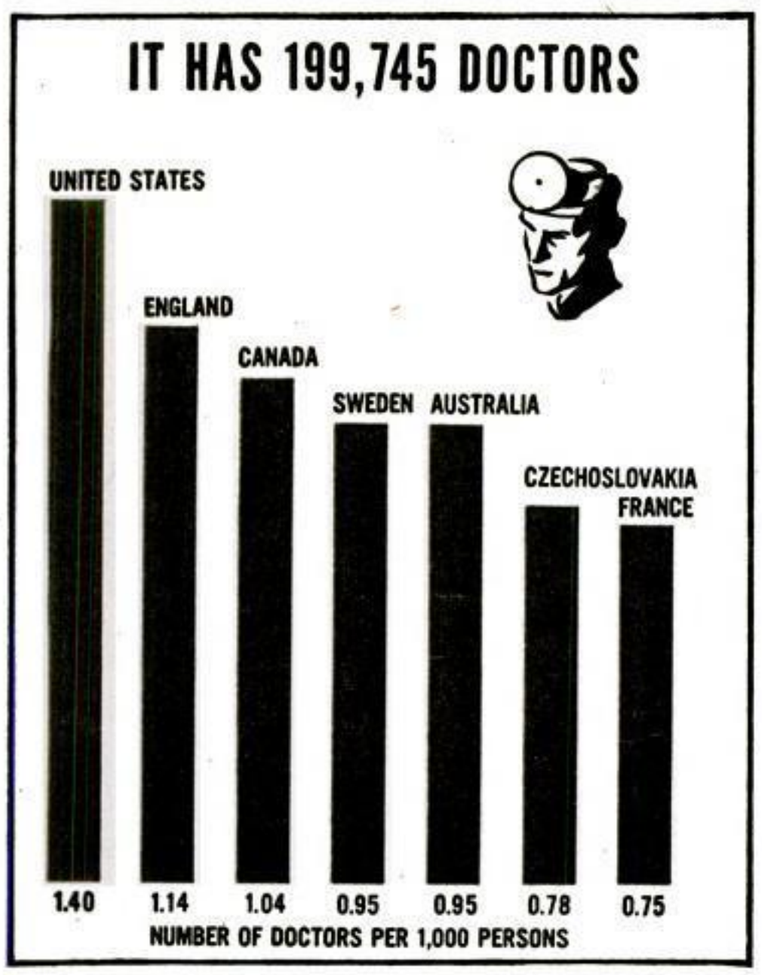
The recurring theme and repeatedly declared objective of the Truman-Ewing program is "to promote better health." The arguments in Oscar Ewing's report rest upon a set of "facts" (charts, *left*) which the American Medical Association counters with wholly different "facts" (*right*). Mr. Ewing's dearest assertion—the keystone of his argument—is that 325,000 preventable deaths occur annually in the U.S. He says, "It is, of course, impossible to attain any precise estimate," then hammers home the "precise estimate" six times. Another Ewing estimate is that poor health, disability, etc. cost the U.S. a round $27 billion every year—a toll which by comparison makes his calculation of $4 billion annually "for better health" seem attractively small.

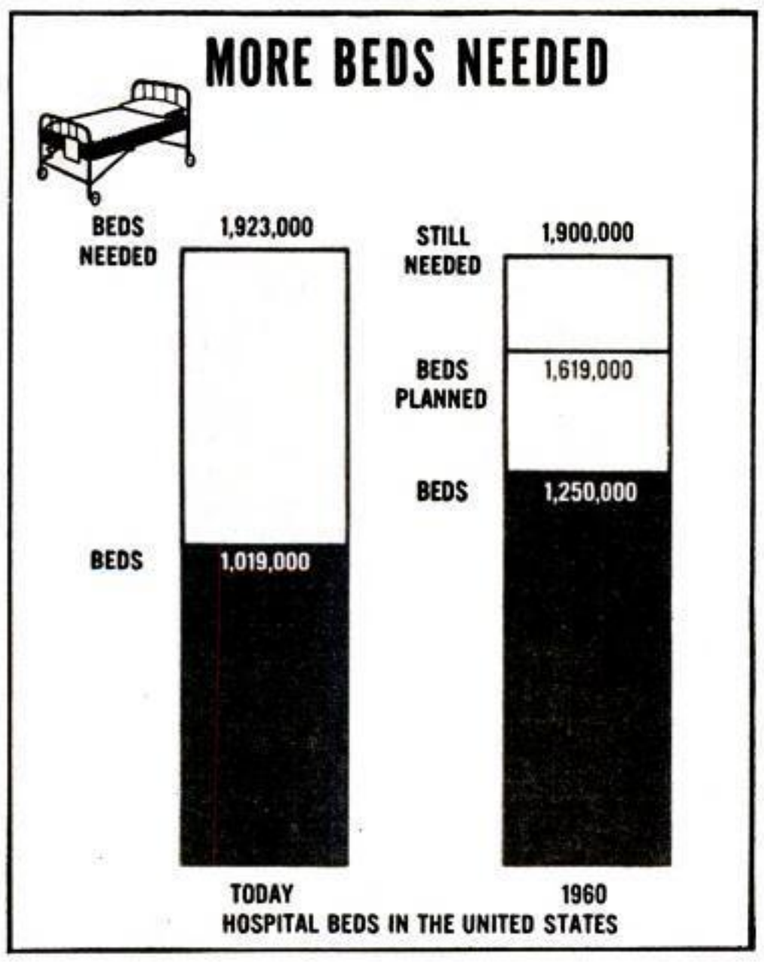



## "MR. EWING'S JAIL"

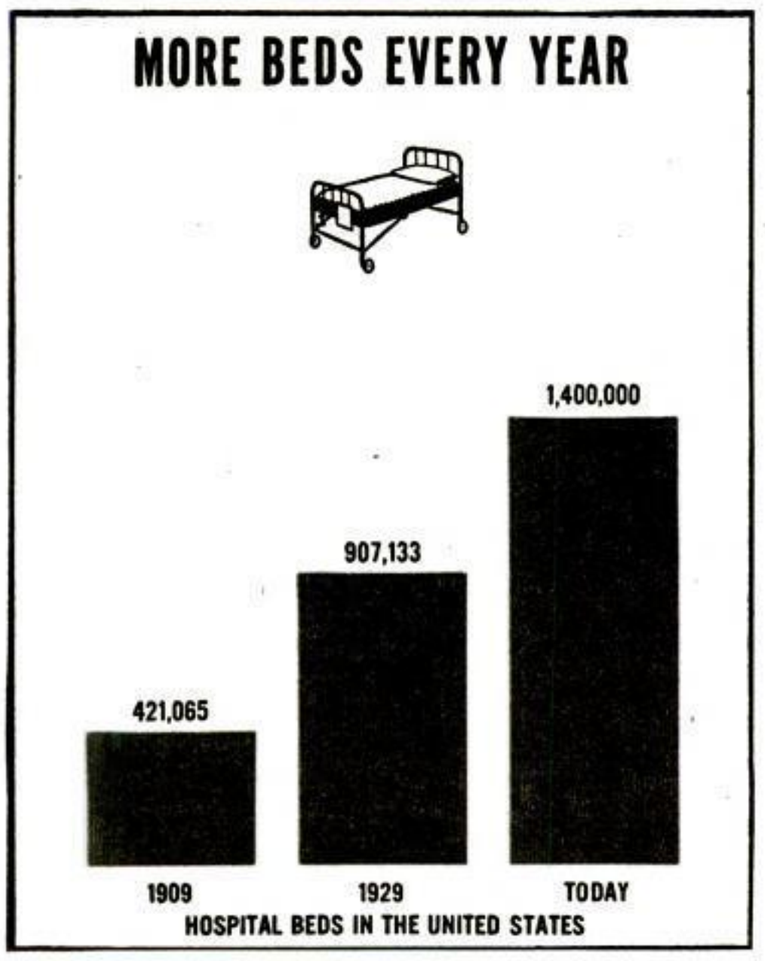
All hands agree that the U.S. needs a lot more doctors, and that at best it can't get them nearly fast enough. With U.S. subsidies Oscar Ewing thinks his goal of 227,000 by 1960 is "feasible" but recognizes that even then there will be a huge gap. On this and other points the fundamental question is whether compulsory insurance and inclusive federal responsibility for individual welfare are necessary to attain agreed aims. U.S. Senator H. Alexander Smith of New Jersey recently put the A.M.A. case: "When I hear Mr. Ewing . . . I think of a man who lives in a fine big house with a leaky roof. The man says, 'This is horrible . . . . We must tear down the house and go build a wonderful new jail and live in the jail instead.' . . . I have *no* enthusiasm at all for Mr. Ewing's jail."




## "IF WE HAD AN OPERATION . . ."

LIFE tested some of the arguments and counterarguments in Mr. Truman's Missouri. Doctors of all opinions agreed that Missourians in the $2,500-$3,500 income bracket can't afford and don't get "adequate medical care." But behind this generalization were such variants as the fact that often a man making $1,000 a year gets more service, free and otherwise, than another making $6,000. George E. Koonce, a St. Louis bookkeeper who earns $3,200 a year, was asked whether he and his family do without needed care because they can't afford it. He said, "No. My wife gets to the doctor at least once a year. So do I and so does the youngster. But if we suddenly had to have an operation costing, say, $300, we'd really be in a hole. I guess I'd have to borrow." Mr. Truman was talking at George Koonce last week.






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SMILING HAPPILY, SEWELL AVERY ADDRESSES HIS COMPANY'S STOCKHOLDERS AFTER ELECTION. AT HIS LEFT A NEW VICE PRESIDENT SMILES JUST AS HAPPILY



**HISTORIC PICTURE** resulted in 1944 as Army carried Avery out after government seized Montgomery Ward.

# STRONG MAN'S VICTORY

## Dissension in ranks of Montgomery Ward is quelled by Sewell Avery

To Sewell Lee Avery, crusty old Montgomery Ward board chairman who once managed to look confident even when carried out of his office by the U.S. Army (*left*), last week's problem was a piddling one. The news had been bruited about that his dictatorial leadership of the mail-order house would be disputed at the stockholders' meeting and that he might even be put out of his office again, this time by his stockholders. The most publicized complaint had been that the president and nine vice presidents had left in 11 months, bringing executive departures to more than 40 in the last few years.

But at the meeting last week Avery was nominated in 45 seconds. Only two people questioned him about the resignations; one also questioning his policy of penny-pinching while Ward's chief rival Sears, Roebuck was expanding its business and pulling further ahead of Ward's profitwise. Avery replied that the resignations resulted from a conspiracy that the company was well rid of and implied that Montgomery Ward, unlike Sears, was ready for a depression if it should come. Was there anything else? There was not. Avery was re-elected. It was as easy as that.

Alongside Avery sat eight new vice presidents. "These men . . . appear to have . . . the character and principle we need," said Avery. "Of course," he added softly, "I can't see into the future. . . ."



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AMID THE POSTERS THAT HELPED WIN THEM THE ELECTION, F.E. WORKERS CELEBRATE BY CARRYING OAKES ABOUT ON THEIR SHOULDERS AFTER RETURNS COME IN

# PARTY-LINER'S VICTORY

## Dissension in ranks of C.I.O. is dramatized by noisy U.A.W.—F.E. election

Grant Wilson Oakes was not so confident as Sewell Avery. The party-line president of the C.I.O.'s Farm Equipment Workers had good reason to worry. In a drive to wipe out its Reds and Red-controlled unions, the national C.I.O.'s executive board had directed the F.E. to merge with Walter Reuther's United Auto Workers. The F.E. had flatly refused. Now the U.A.W. was putting on a smashing campaign to capture F.E. members through the ballot box. The big battle came when the U.A.W. tried last week to win a local election at International Harvester's McCormick Works in Chicago, where F.E. has its biggest local. Pickets paraded, the air was filled with propaganda (*right*), even motor boats cruised up the Chicago River to harangue lunching workers. F.E. members, said the U.A.W., should toss out "Oakes and his little red acorns." The F.E. countercharged that the U.A.W. was using "goons, ginks and company finks." The week before the auto workers had won an election at two Allis Chalmers plants in Springfield, Ill. The U.A.W. proclaimed, "We've got the Communists on the run."

On election day the F.E. really put on the steam. Members drove as far as 28 miles just to bring one voter to the polls. The result: F.E. got 2,474 votes, U.A.W. 2,059. Like Avery, Oakes had won. But unlike Avery, Oakes so far had won only one battle, and U.A.W.'s Reuther was still a formidable opponent.



**UNFORTUNATE COP,** caught in cross fire of union loudspeakers, tries to shut out all the noise as best he can.



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# THE PARADE OF SILENCE

As they have done for centuries, Madrid's devout Catholics took over the streets on Good Friday to do penance for their sins and share in the suffering of the crucified Christ. All day long they surged through avenues closed to automotive traffic (*opposite page*), visiting one church after another to kneel and pray before a variety of religious images. In the afternoon small processions appeared, representing episodes of Christ's Passion. Such displays, however, were only a preliminary to the great "parade of silence" (*below*), which wound



**BAREFOOTED PENITENTE** walks through Madrid in chains, in fulfillment of vow made during preceding year. He seeks forgiveness or state of special grace for the future.



**HOODED PARADERS** in costumes startlingly like those of anti-Catholic Ku Klux Klan march in a silent procession symbolizing Christ's journey to Calvary. Some lay



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# Madrid's Catholics do Good Friday penance in chains and mourn Christ crucified in an awesome procession

through the blacked-out city between 11 p.m. and the early morning hours. Dressed in black, white or blue robes and wearing peaked hoods, lay members of Spain's old religious brotherhoods marched slowly and mournfully through crowds of kneeling onlookers. Each confraternity was preceded by a candlelit altar, and many of the marchers carried crosses. No chants were sung, and the only sounds to break the silence were the muffled drums and muted cornets of military bands and the occasional shrill burst of a flamenco song of praise.



FASHIONABLY DRESSED CATHOLICS MAKE THE ROUNDS OF MADRID'S CHURCHES

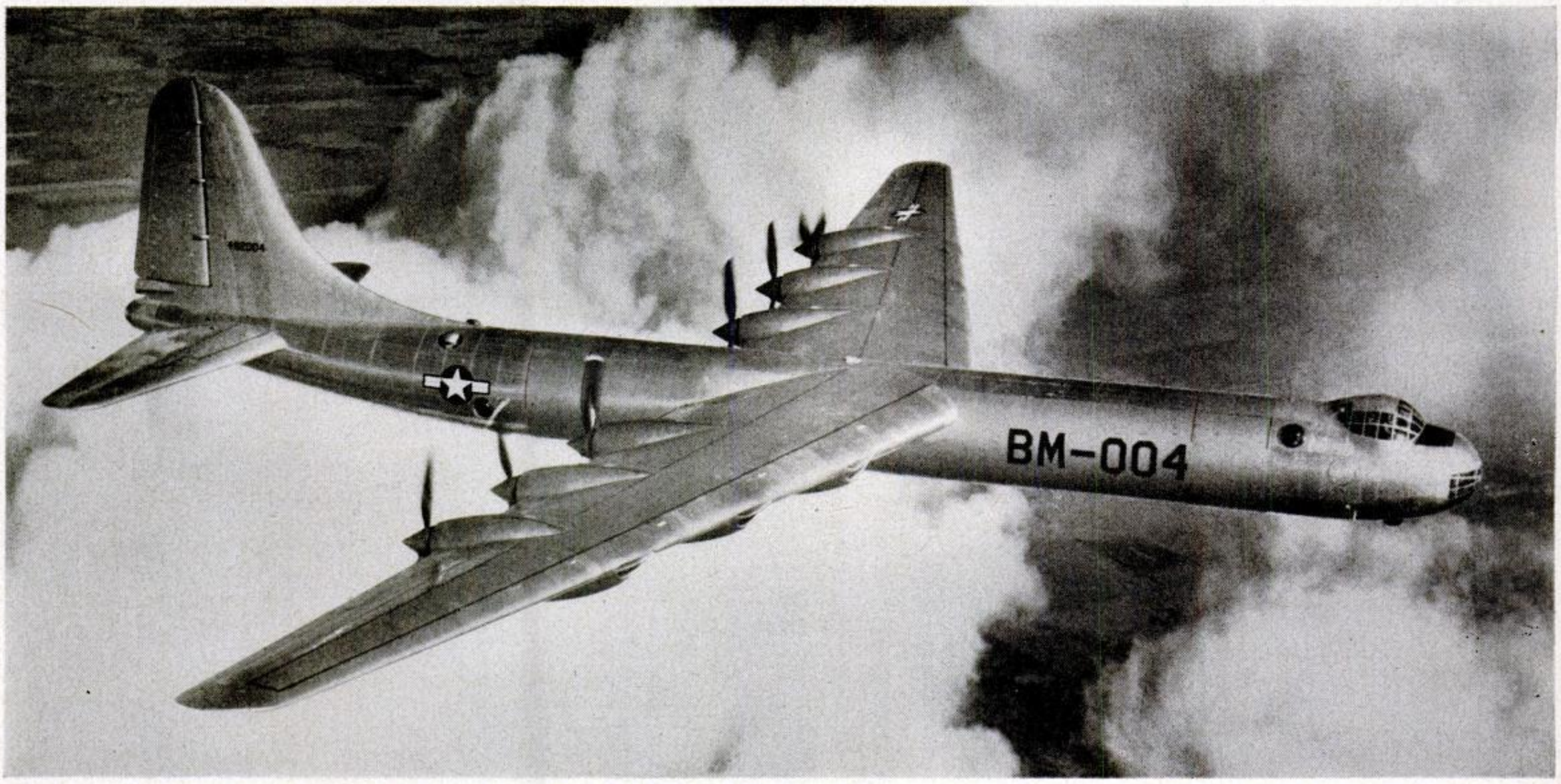


brotherhoods which participate were organized during the Inquisition and escorted heretics sentenced to burn at the stake. Each man has a cord of penitence bound around his waist. On lighted altars which precede the groups, various stages of road to Calvary are depicted. This year Madrid's military governor, General Muñoz Grande, led parade.



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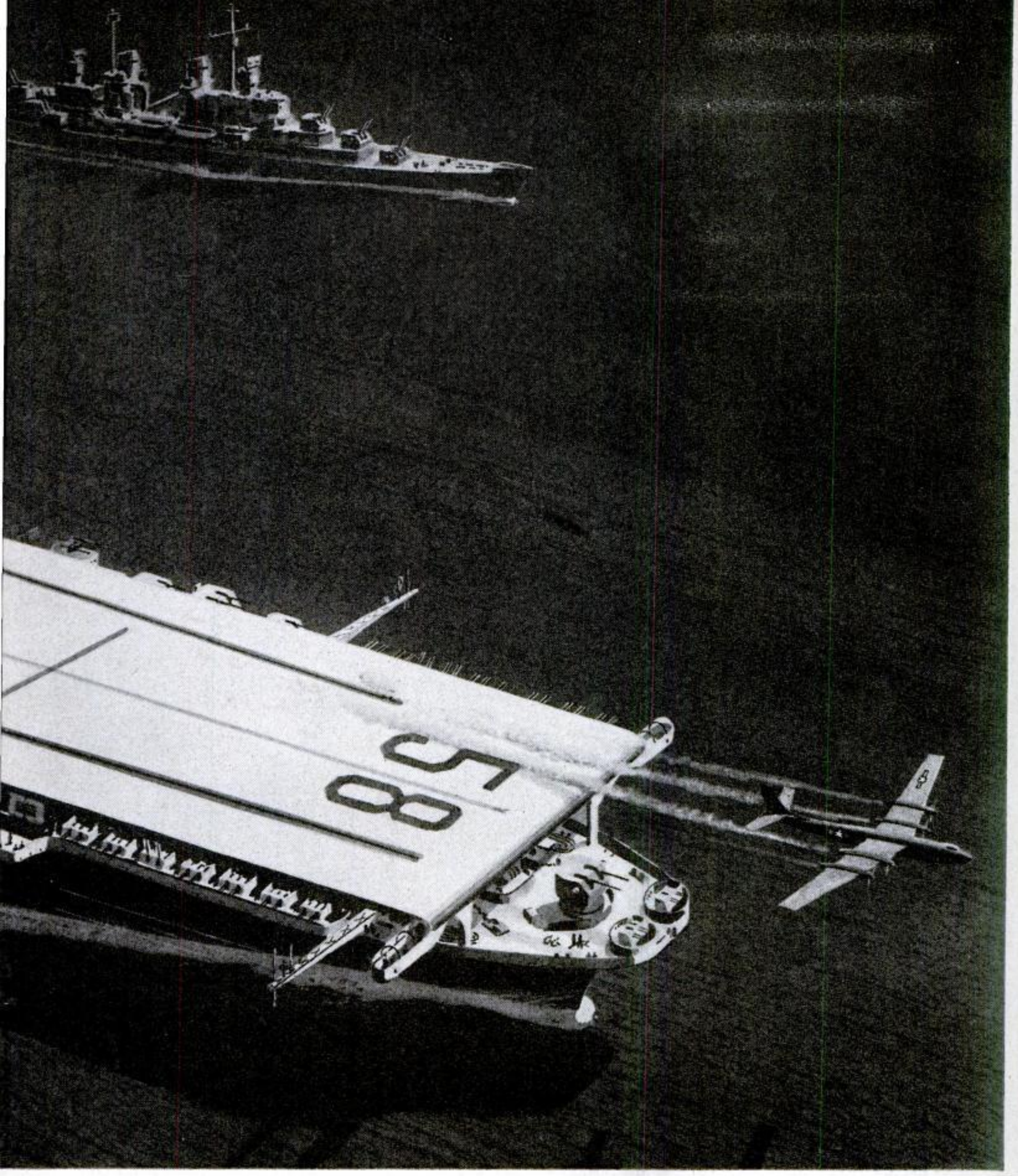
**THE U.S.S. "UNITED STATES,"** drawn from information released by the Navy, was to have been a flush-deck vessel 1,090 feet long. Five elevators, four at sides and one at the stern, were designed to lift planes from the hangar deck. There were to have been four launching catapults (dark grooves on deck, from one of which a heavy



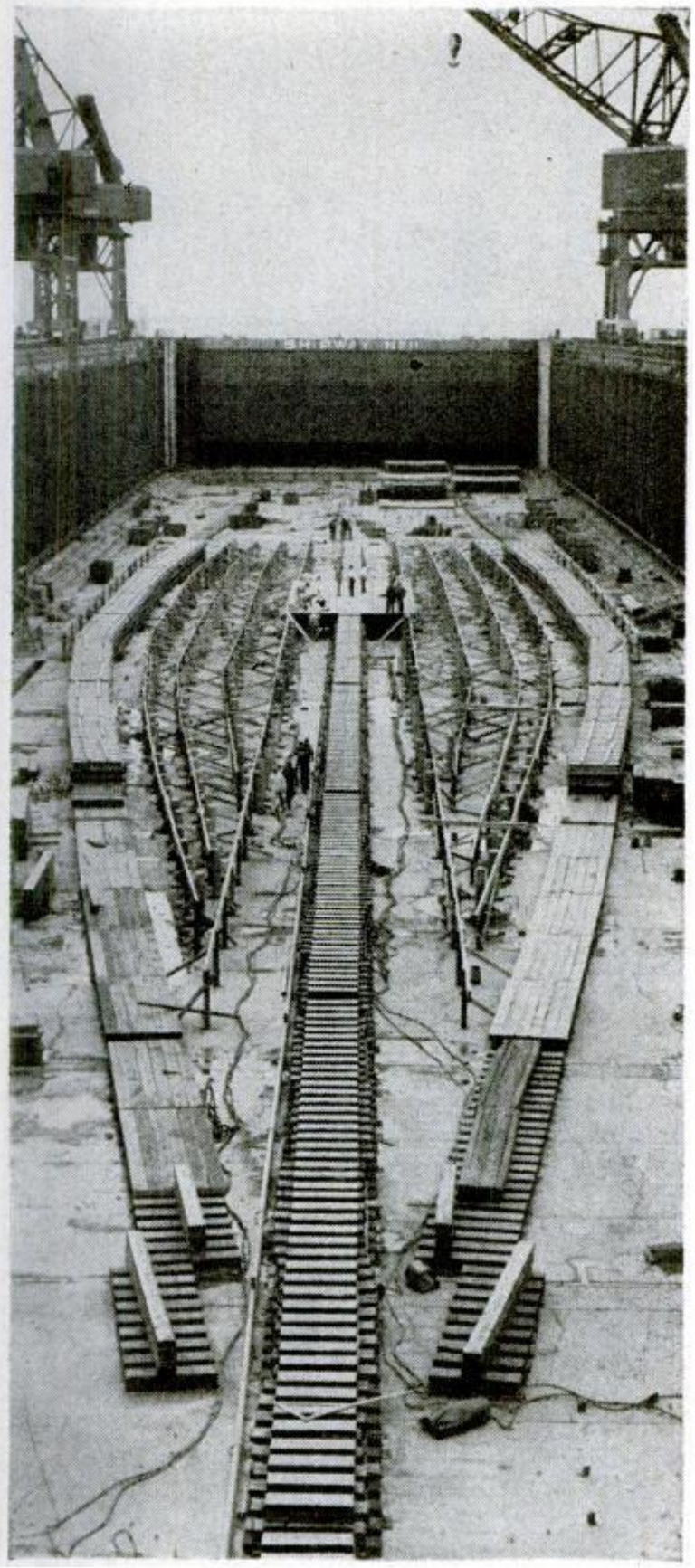

**B-36 BOMBER** is designed to fly so high (above 40,000 feet) and so fast at that altitude (over 430 mph in emergency) that losses to enemy fighters will be low. It has a crew of 15, is 163 feet long, has wingspread of 230 feet, carries 16 electronically aimed 20-mm. guns. About 60 have been completed and the Air Force has ordered 110 more.



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bomber has just taken off), conning towers (on starboard side, forward) which could be raised and lowered and many light and heavy antiaircraft guns (just below flight deck on both sides). At top is an escorting antiaircraft cruiser.



**LAYING KEEL** of the *United States*, workmen adjust the first steel plate (*center*) in the bottom of the shipway.

# AIR FORCE KNOCKS OUT NAVY'S SUPER CARRIER

## After years of wrangling and just six days of construction, the huge U.S.S. "United States" is abandoned

In a graving dock at Newport News, Va., with quiet and almost furtive ceremony, the keel of the 65,000-ton aircraft carrier *United States* was laid on April 18. It was not much of an operation—merely the lowering of a few slabs of metal into an empty valley of steel and timbers. Five days later Secretary of Defense Johnson issued an order halting work on the ship. The long-standing feud between Air Force and Navy had come to a climax and, whether temporarily or permanently, the Air Force had won.

Since 1945 the feud has centered around this question: in the next war who will deliver the atomic bomb, and how? The Air Force felt that it alone should have the bomb and that land-based bombers should deliver it. The Navy believed that it, too, should have the bomb, and that in certain circumstances it should be delivered by carrier planes. Each went ahead with its own plans. The Air Force developed the B-36 (*opposite page*), which has a radius of 5,000 miles. The Navy went to work on the *United States*, a huge carrier half again as large as any flattop the U.S. ever built. Each attacked the other's project and the arguments were many and bitter.

**For the carrier:**

1) It could be well protected by its own weapons plus those of a host of supporting ships.
2) It is admittedly expensive, but no more so than 35 B-36 bombers, which could conceivably be lost in one disastrous mission.
3) It has many uses other than strategic bombing, such as supplying fighter cover for B-36 bombers.
4) Abandoning plans for the super carrier means abandoning progress in naval aviation.

**Against the carrier:**

1) It is highly vulnerable.
2) The carrier alone is extremely expensive (Navy estimates $189 million; others up to $500 million) and is fantastically so when the cost of necessary vessels—other carriers, cruisers, destroyers and submarines—is added.
3) It is an unwarranted interference in strategic bombing, sole province of the Air Force.
4) Carriers are effective only against surface ships and islands, targets which Russia does not afford.

Arguments also raged around the B-36. The Air Force contended that at 40,000 feet the plane is very difficult for jet fighters to intercept and has proven itself capable of carrying a five-ton bomb load 5,000 miles and returning. The Navy charged that the Air Force has not tested the B-36 against top-notch fighters such as its own XF7U-1, which may be able to knock it down, and that developments in rocket planes and in the antiaircraft field (guided missiles) may soon make the B-36 worthless.

For a long time the fight between the services was waged on even terms. The battle continued even after the meetings last year of the Joint Chiefs of Staff at Key West and Newport, where a compromise was supposedly reached. Gradually the Air Force seized the field of strategic bombing as its sole province. This was a heavy blow to proponents of the super carrier. As time wore on, it proved mortal. The Air Force won its case before Secretary Johnson and persuaded Congress as well. Said Chairman Clarence Cannon of the House Appropriations Committee, "We must hit within one week after the war starts and it can be done only by land-based planes such as we now have." Thus last week, after six days of life, the U.S.S. *United States* expired in its cradle.



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SWINGING ALONG A RAMPART HAND IN HAND, INGRID BERGMAN AND DIRECTOR ROBERTO ROSSELLINI HAPPILY VIEW A RUINED CASTLE ON STROMBOLI ISLAND



IN 1947 INGRID HELD HANDS WITH HER HUSBAND

# STROMBOLIAN IDYL

## Ingrid holds hands with her director while husband flies to Italy

For the past three years Italian Movie Director Roberto Rossellini has been wowing U.S. movie fans with such movies as *Open City*, *Shoeshine* and *Paisan*. His movies also wowed Hollywood Actress Ingrid Bergman to the extent that she wrote him a fan letter last year saying, "If you ever need an actress with a Swedish accent, just call on me." Rossellini did, and in March, Bergman went to Italy's Stromboli Island to make a picture for him.

By last week the columnists were gossiping that Miss Bergman had been wowed not only by Rossellini the director but also by Rossellini the man. Living conditions on Stromboli were crowded, the star and her director living in a four-room cottage with her secretary and his sister. But, the rumors said, Bergman and Rossellini were enjoying their Italian idyl so much that she was considering a divorce from her husband, Dr. Peter Lindstrom, and he was flying to the island to have a talk with her. So far no confirmation had come to the mainland, but the picture above had, and it showed that the star and her director looked happy indeed.



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*Purse string trouble?*

# HERE'S ONE ANSWER!

**Cut your food bills... delight your family, too!**
**Keep a shelf stocked with Campbell's Soups!**

In these days when every penny of your food dollar counts, you'll find you get extra goodness and nourishment by serving Campbell's Soups. Campbell's buy only the best ingredients . . . but buy them at the right season, when quality is at its peak and prices are favorable. These economies are passed on to you. . . . So take a bow from your family and the strain off your purse strings by serving Campbell's Soups often!

**Campbell's Soups**

*Scotch Broth—thick, hearty, satisfying*

A fine, firm foundation for spring-time meals! This nourishing soup is thick with rich meat stock, barley, vegetables, and delicious pieces of mutton. Try this supper menu:

**Campbell's Scotch Broth**
**Green Onions and Radishes**
**Sliced Beef and Relish Sandwich**
**Caramel Custard**

LOOK FOR THE RED-AND-WHITE LABEL




*Just as sure as you like Chicken...*

. . . you'll like Campbell's Chicken Soup. Full of the rich flavor of fine chicken . . . fluffy rice . . . tender pieces of white and dark meat. See how it adds to spring menus:

**Campbell's Chicken with Rice Soup**
**Corned Beef Patties  Asparagus Bundle Salad**
**Strawberry Meringue Fluff**

*Tomato—smooth, tangy, nutritious*

"The soup most folks like best". Luscious tomatoes, creamery butter and seasoning, blended according to a matchless recipe. A delicious introduction to lunch or supper:

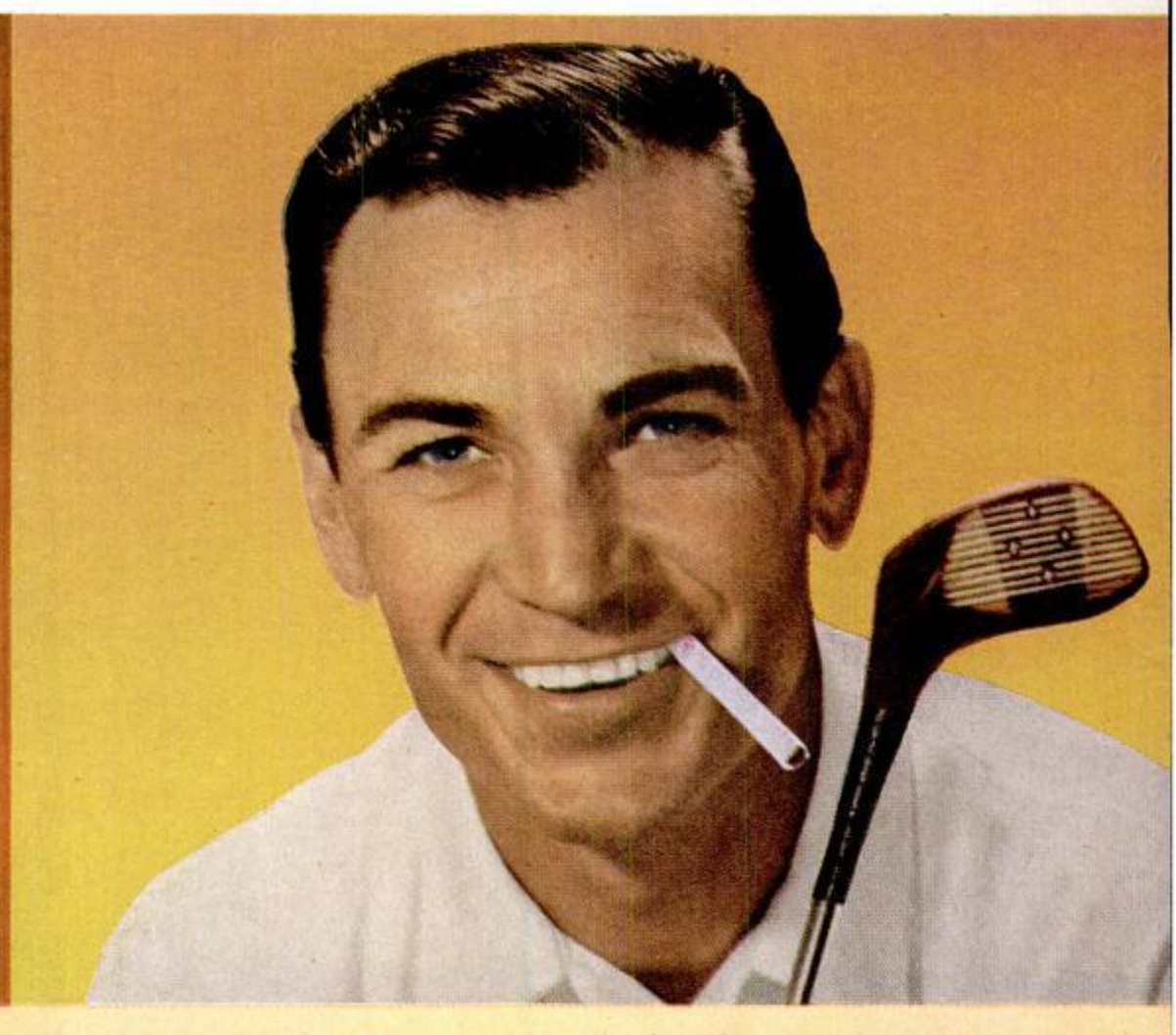
**Campbell's Tomato Soup**
**Tuna Fish Salad  Potato Chips**
**Oatmeal Cookies**

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"Chesterfields are *much* milder. Smoke a pack, you'll see what I mean." Lou Boudreau

MOST VALUABLE PLAYER IN THE AMERICAN LEAGUE



"Take it from me Chesterfields are really milder and they satisfy." Ben Hogan

NATIONAL OPEN AND P.G.A. CHAMPION




"Milder, *much* milder—and they're really satisfying. It's my cigarette!" Jack Kramer

WORLD'S PROFESSIONAL CHAMPION TENNIS PLAYER

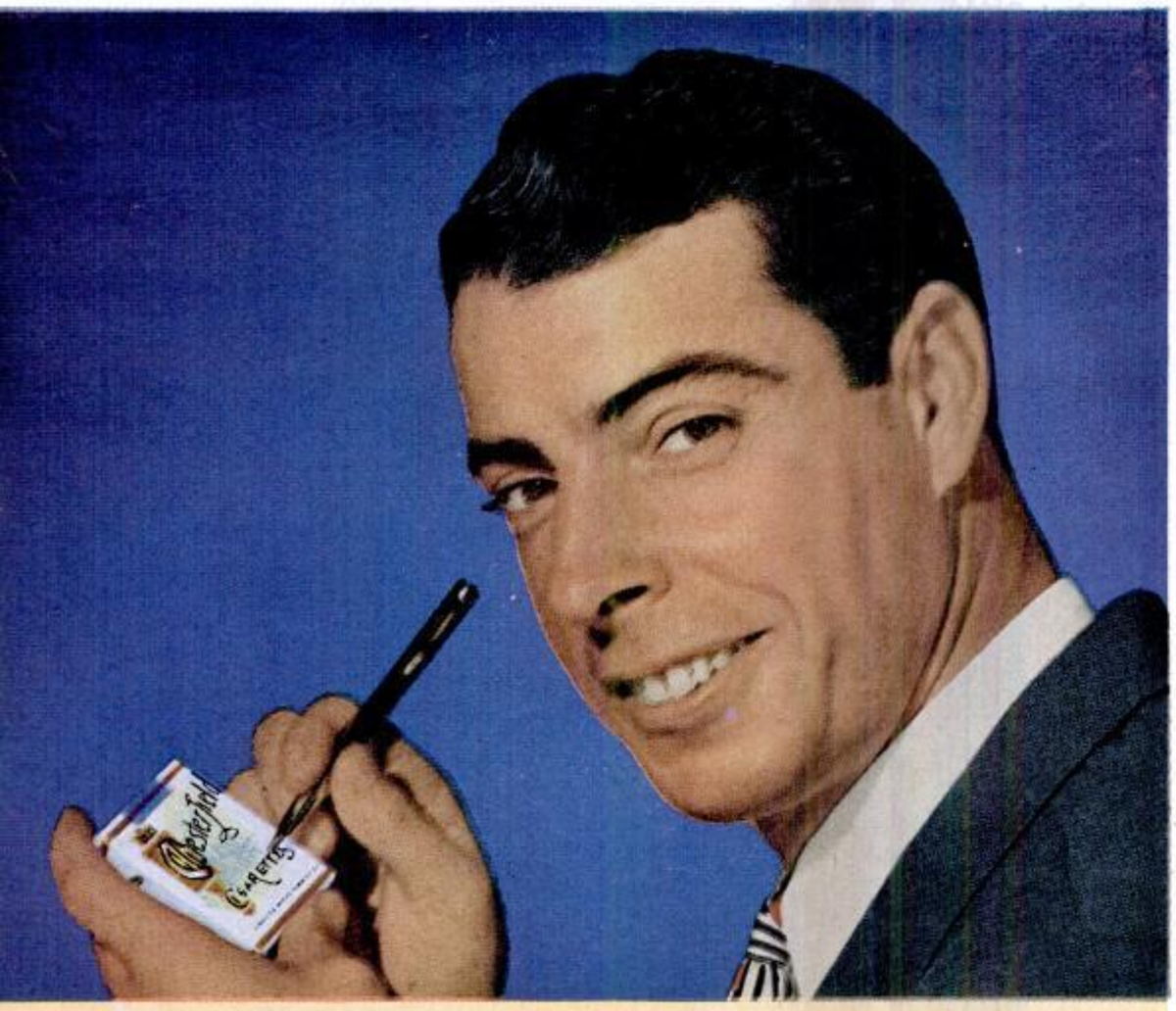



*MAKE YOURS THE MILDER CIGARETTE*

*Always Buy*

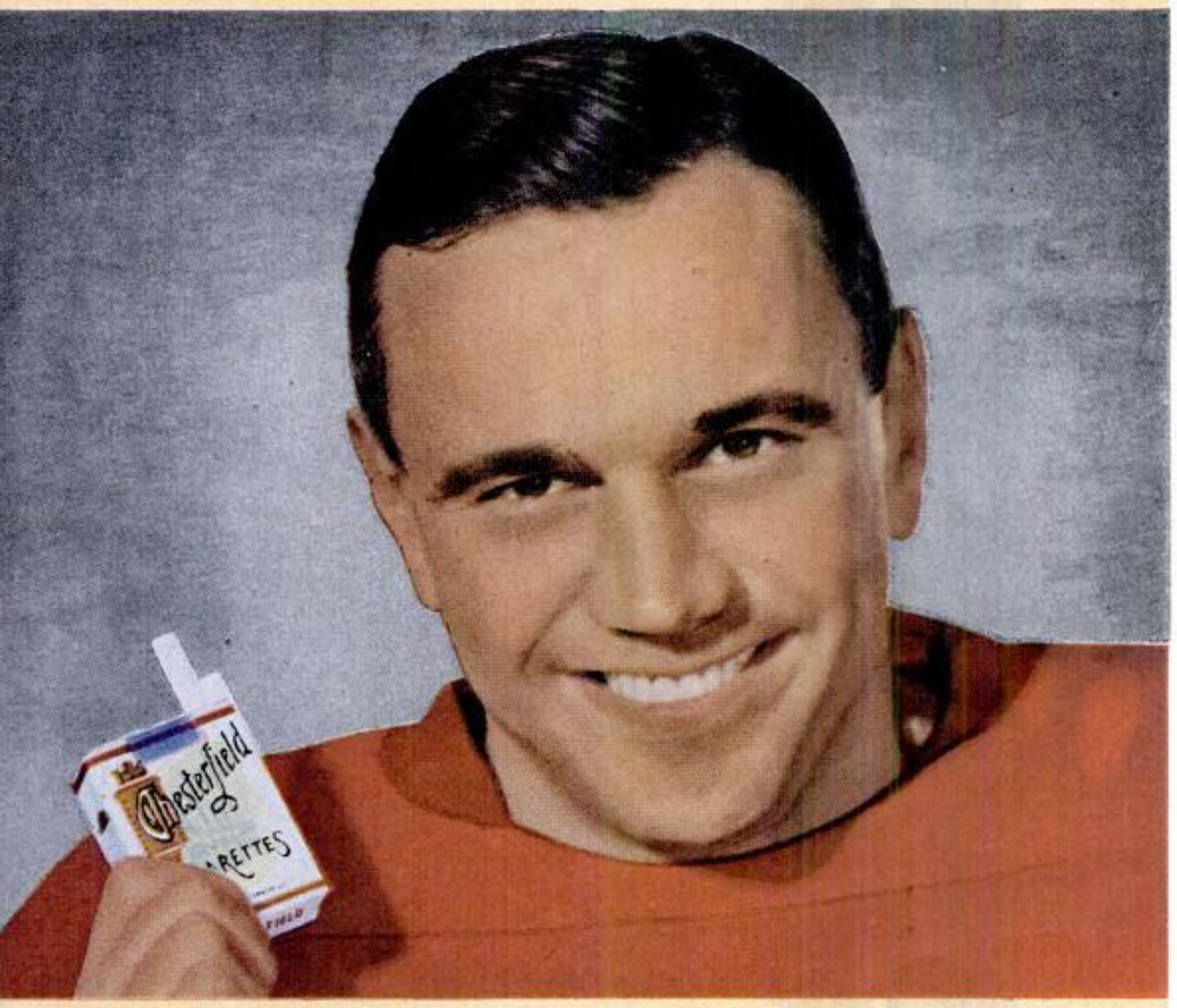
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"Here's the one I'm really glad to put my name on. It's my cigarette." Joe Di Maggio

STAR OF THE NEW YORK YANKEES



"Chesterfields have what I want in a smoke, real mildness and better taste." Frankie Albert

STAR BACK OF THE SAN FRANCISCO 49'ERS

*The*

# TOP MEN

*in*

# America's Sports

*tell you WHY every smoker should smoke Chesterfield*

**READ WHAT THEY SAY**

# CHESTERFIELD

– *much* MILDER... *They Satisfy*

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*Make way for a reigning beauty*

*. . . the exquisite new*

# *"Queen's Lace"*

**BY INTERNATIONAL STERLING**





A CORONET FOR DISTINCTION . . . lace for delicacy . . . flowerets for femininity . . .

Make way for the new queen of all sterling silver patterns . . . the exquisitely delicate *Queen's Lace*, presented (with a flourish of silver trumpets) by International Sterling.

Never before have you seen a pattern of such regal loveliness, to hold sway over your heart. See the splendid sweeping lines . . . the lacelike openwork handles, the delicate beading.

Choose *Queen's Lace* to reign over *your* table. Artist-designed, finished in every detail as superbly as crown jewels, *Queen's Lace* fits graciously into any scheme of decoration.

And you may well say "Long live *Queen's Lace!*" For, like all International patterns, it is solid silver with beauty that lives forever . . . growing lovelier as generations go by.

*Queen's Lace* is now holding court at your silverware dealer's. See this new queen of patterns today . . . make it yours. A real value for your exchequer. Individual 6-piece place setting for only $22.63, tax included. Easy payment plan available, if you like.

Tune in to "The Adventures of Ozzie and Harriet,"
Sunday evenings, 6:30 P.M., E.D.S.T., CBS.

*International Sterling*

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# HERESY IS CHARGED TO CHURCH LEADERS

## But Boston protest is squelched

In the past the word heretic has been applied by the Church to members who strayed from the path of approved, official doctrine. Last week in Boston it was being applied in reverse by a small group of Roman Catholics who charged the local hierarchy itself with heresy.

Four Catholic lay teachers, two of them converts (*below*), had protested that their superiors at Boston College were heretical in their interpretation of Catholic doctrine. They contended that their superiors were weakening the Catholic faith by saying it was no longer necessary for a person to belong to the Catholic Church to merit salvation. Boston College countered by firing all four for promoting "intolerance" and "bigotry."

Into the fight, on the teachers' side, jumped the Rev. Leonard Feeney, S.J. (the Jesuit order), author of books of popularized theology and director of Boston's St. Benedict's Center, a small Catholic school. Feeney sometimes did imitations of Katharine Hepburn in public for the laughs. But last week his problem was no joking matter. He had already been stripped of his priestly prerogatives for earlier acts of insubordination. For supporting the dissident teachers, Boston's Archbishop Richard Cushing ordered him to close his Center. Feeney did so, then transferred his classes to the Center School—actually the same room he had used before—and continued (*right*) to teach.

The argument, meanwhile, was almost over. The latest American catechism, out last week, reaffirmed the views of the teachers' superiors. There was no real salvation outside the Catholic Church, it said, but Protestants who practiced faith and charity might be said to deserve it since their actions proved it was only excusable ignorance that kept them from joining it. Feeney and his friends hoped that Pope Pius would come to their support. But unofficial word from the Vatican made it clear that Heaven was not considered to be exclusively Catholic, and it appeared that Father Feeney and the four teachers were the real heretics.



**OUSTED TEACHERS** meet in closed Center. From left: Father Feeney, Charles Ewaskio (a convert), James Walsh, David Supple and Fakhri Maluf (also a convert).



**FATHER FEENEY** continues to teach a large and faithful group of young Catholic followers. Said he, "I don't care what happens to me after this. The only one who can clarify our faith and preserve it for posterity is the Holy Father. Christianity is not a lot of vague ideas. You cannot preach Catholicism without enthusiasm."



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# Never neglect your MOTHER!

**Remember her with Flowers-by-Wire on Mother's Day (May 8).**

She will love your thoughtfulness.
Be so wonderfully happy you
*remembered.* And, Flowers-by-Wire
speak your love *much better* than
words or any other gift.



✓ **A Corsage for this Mother**

✓ **A Bouquet for this Mother**

✓ **A Plant for this Mother**

FLORISTS' TELEGRAPH DELIVERY
*Send Flowers Worldwide*
INTERFLORA

Your Mother's Flowers can be sped *anywhere*
in a few hours. Be sure to place your order
*only* with an *official* F.T.D. florist. They all display
the Winged Mercury Emblem on their shop windows.
That Emblem denotes our pledge to deliver
your order on a *satisfaction guaranteed* basis.

Flowers by Wire *are economical,* too. Prices range
from $5.00 up, plus telegraph charges.
We know you'll be pleased with the fresh,
beautifully packaged Flowers our members deliver!

**In *Any* Event...Send Flowers Worldwide via Interflora.**

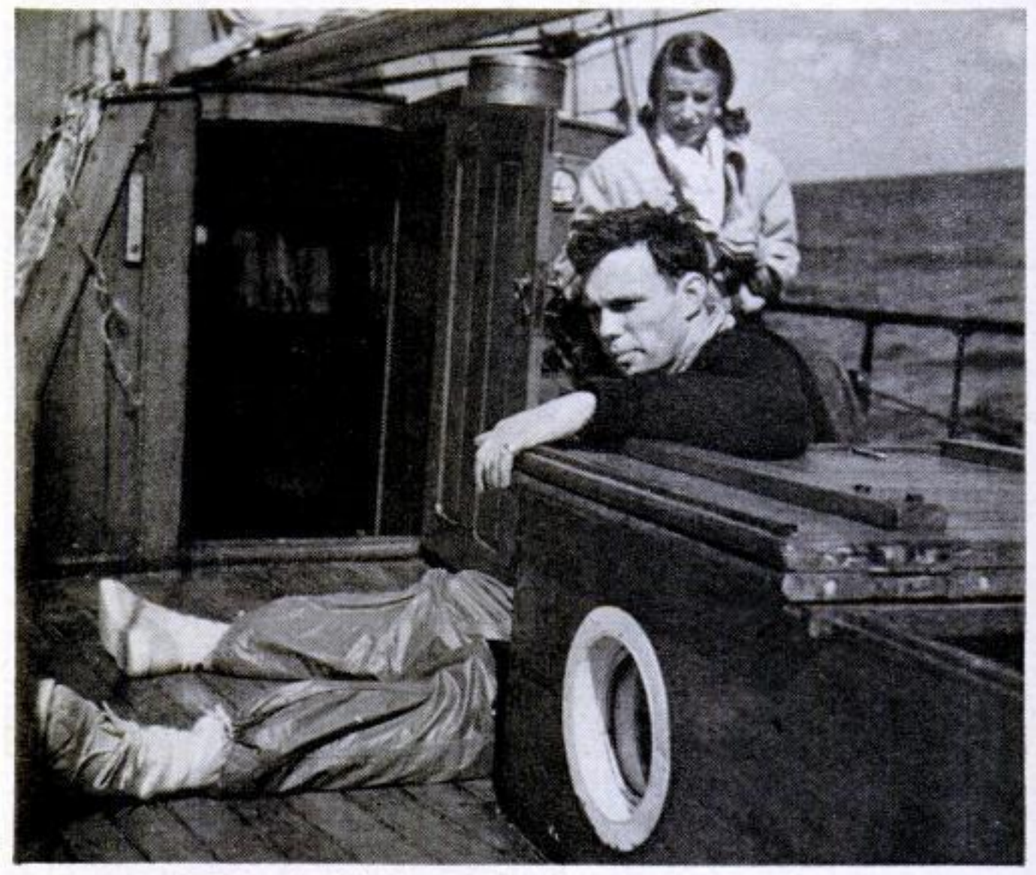
**FLORISTS' TELEGRAPH DELIVERY ASSOCIATION,** 149 Michigan Ave., Detroit 26, Mich.




MRS. PITCAIRN (RIGHT) WATCHES HUSBAND AT THE HELM IN NEW YORK



TORN SAIL LIES ON DECK BESIDE RAIL WHERE MRS. PITCAIRN WENT OVER



FOUR DAYS AFTER HIS WIFE'S DEATH PITCAIRN STILL STARES OUT AT SEA

# TRAGEDY AT SEA

To the seven amateur sailors who hired the 70-foot schooner *Seaflower* and her skipper, it started out as a pleasant cruise from New York to Bermuda. But three days out, in the twisting crosscurrents of the Gulf Stream, the storm hit. The crew fought seasickness and furled sail at the same time. Near midnight Mrs. Virginia Pitcairn lost her footing and lurched over the side. She immediately disappeared in the boiling Atlantic. The *Seaflower* searched back and forth in vain. It was not until six days later that the schooner, wallowing helplessly in mid-Atlantic, was spotted by a passing freighter which summoned the Coast Guard to tow the drenched, weary survivors safely into port.



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**1.** Versatile Vin, ventriloquist, was sprightly, spry, and cheery.
His dummy, known as "Gloomy Gus," was woeful, wan, and weary.
"Cheer up," cried Vin, "in Pittsburgh, we stay where staying's best:
At Statler's Hotel William Penn, you really *are* a guest!




**2.** "To say that Statler food is GREAT," cried Vin, "is no distortion.
It's cooked by extra skillful chefs, and served in generous portion.
I'm sure that meals as good as this, my lad, will please your tummy."
"You talk," said Gloomy Gus, "I eat—so which one is the dummy?"




**3.** "To brighten up your gloom," said Vin, "just try the Statler tub.
Relax in floods of water hot—use *lots* of soap to scrub,
And note the stacks of snowy towels, so white there's nothing whiter."
"At least," admitted Gloomy Gus, "it's got me *looking* brighter!"



**4.** "You'll *love* the Statler bed," said Vin, "you gloomy piece of lumber.
Eight hundred built-in springs and more, bring super-restful slumber.
There'll be no need, my wooden friend, to count your wooden sheep."
But "Gloomy" didn't answer, he was smiling in his sleep!




**5.** Next morning they departed, Happy Vin and *Grinning* Gus.
"We love the William Penn," they sang, "it really pleases us.
Your heart-of-town location, too, we think is mighty swell.
In Pittsburgh, you're no 'dummy' when you stay at *this* hotel!"




STATLER HOTELS: ***NEW YORK*** (FORMERLY HOTEL PENNSYLVANIA)
***BOSTON • BUFFALO • CLEVELAND***
***DETROIT • ST. LOUIS • WASHINGTON***
STATLER OPERATED ***HOTEL WILLIAM PENN • PITTSBURGH***



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# for a rosy future!



***Look forward*** to the finest, fastest, most economical cooking *ever* with a new Gas range built to "CP" standards!

***New freedom*** is yours! Simple clock control turns Gas on and off—cooks complete oven meal *automatically!*

***New success*** in baking! Only an air-circulated Gas oven has *both* automatic heat control and even-heat distribution!

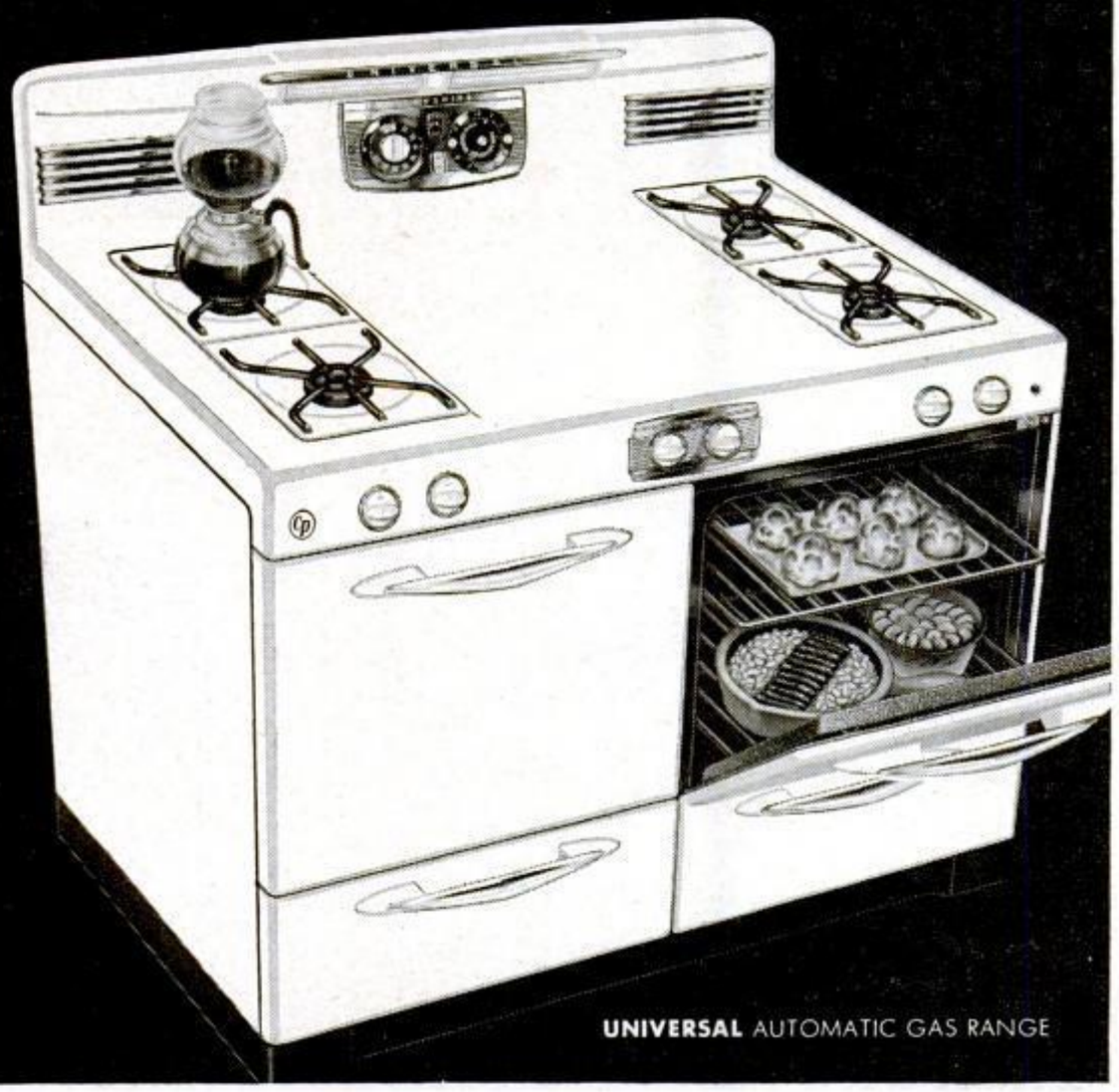


***New automatic*** speed! Top burners, oven, broiler —*everything* lights to full heat instantly—without matches!

***New cleanliness!*** Smokeless broiling! Non-clog, rust-resistant burners! New type oven and broiler vents!

***New coolness!*** No waste heat—Gas is out the second you turn it off. Entire range is extra-insulated *all over!*

GAS *has got it!*



**UNIVERSAL** AUTOMATIC GAS RANGE

EVERY DAY more Americans are enjoying the unparalleled ease of cooking on new Gas ranges! Join them by choosing this UNIVERSAL "CP" Gas range or any of the other performance-tested Gas ranges built to "CP" standards. Look for your favorite "make" at your Gas company or appliance store. And don't miss the new silent Servel Gas refrigerator. It's another *must* in your "New Freedom Gas Kitchen!"

AMERICAN GAS ASSOCIATION



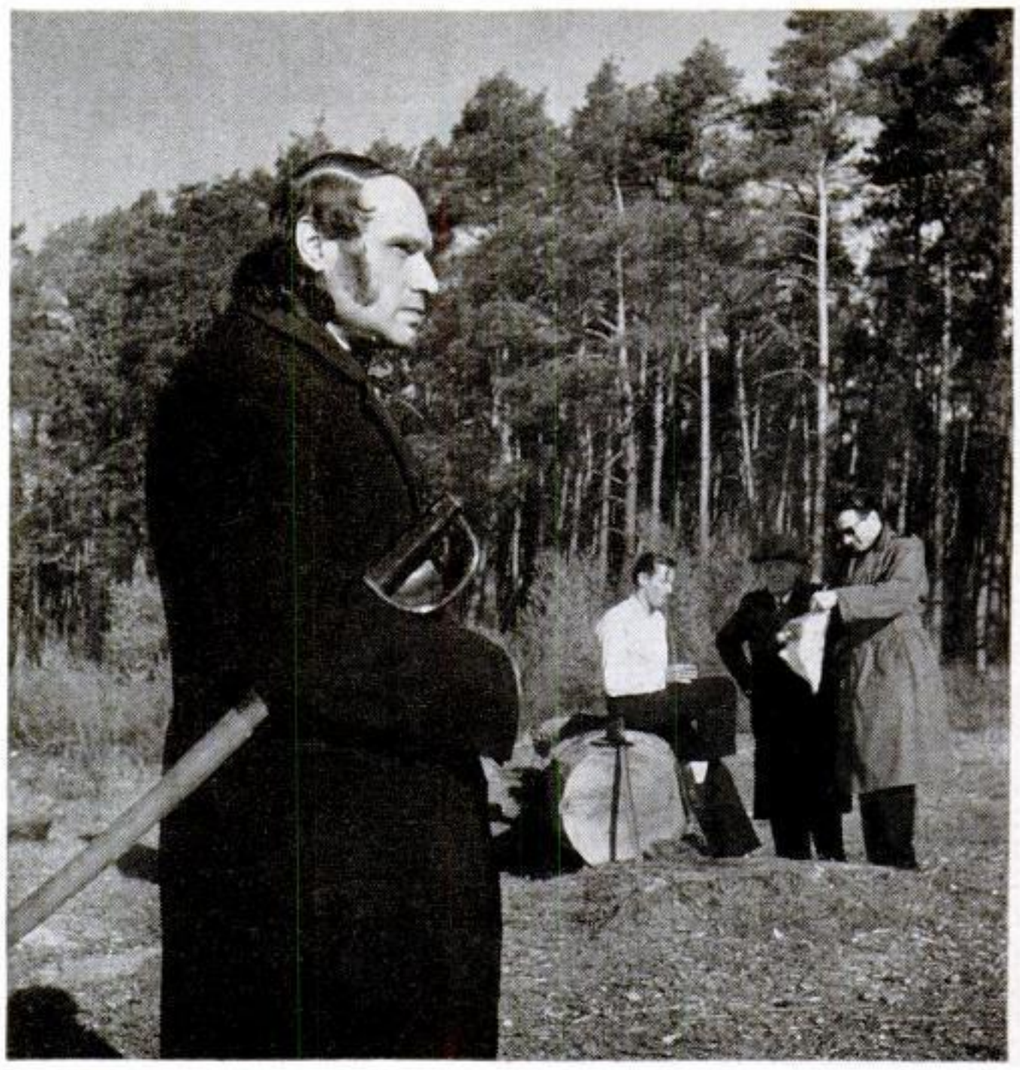

FEVRE (RIGHT) AND MERINDOL HAVE AT EACH OTHER IN SENART FOREST

# A BONAPARTIST'S HONOR

Because the ancestors of Parisian Armand Fèvre fought with Napoleon, Fèvre is of the opinion that those days—and the man who made them—had been best (LIFE, April 18). He not only has adopted the dress and manners of his idol, but he has martial spirit as well. Fèvre's appearance caused French Journalist Pierre Merindol to write an article calling Fèvre a "dehydrated personage." Incensed, Fèvre sought out the journalist, challenged him in the manner of the old days. The duel (*above*), proved that Fèvre was indeed the better swordsman. But young Merindol, his hand lightly slashed (*right*) proved a gallant loser, whereupon everyone retired to a Left Bank cafe for a bottle of wine.



LOSER MERINDOL HAS CUT HAND



WINNER FEVRE ASSUMES PROPER BONAPARTIST MIEN AFTER THE DUEL



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"I understand they're sure-fire woman bait"

THESE YOUNG gentlemen are *wise* beyond their years! For no man can *possibly* look better than he looks in one of these dashing Arrow Sports Shirts!

There's a fine, wide selection, too: lively checks . . . bold, contrasting plaids . . . plus the always-popular plain color numbers in brilliant yellow, cool greens, summer tans, and fine, fine blues!

They WASH—and come back from the laundry *looking great* —they're perfect *with* tie, or without. Short sleeve $3.65—Long Sleeve $4.25.

Arrow-Mitoga-Sanforized: Reg. Trade-marks

**ARROW SPORTS SHIRTS**

Cluett, Peabody & Co., Inc., Makers of Arrow Shirts • Ties • Handkerchiefs • Sports Shirts • Underwear

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# Luscious apple pie...Betty Crocker's easy new way




**Apple Pyequick** gives you choice apple slices, spice and pie crust mix...all in this one package



Betty Crocker of General Mills says:

**"Make homemade apple pie this new, far easier way"**



**You don't peel apples!** Simply empty the flavory, ready-to-use apple slices and spice into a bowl. The apples quickly restore to their original natural orchard freshness when you add water.



**You don't cut in shortening!** Pie crust mix comes practically ready to roll out. Sugar the apples, pour juicy filling into crust; top with tender pastry. Pie's in the oven in 14 minutes!




**Imagine getting choice pie apples NOW!** You can—in Apple Pye*quick*. About 2 lbs. of tart, firm, fresh-flavored varieties are peeled, cored, sliced and quick-dried for each package.



Betty Crocker is a trade name of General Mills, Inc.

**Know the secret** of making gorgeous apple pie like this? Start with the right apples and you're well on the way. And that's where Apple Pye*quick* shines! Apple Pye*quick* always gives you the kind of famous pie apples that make famous pies. The equivalent of two pounds of choice fresh apples come peeled, sliced and quick-dried in every package. For the finest apple pie you've ever made, try Apple Pye*quick* today!

## Apple Pyequick-apple pie in a package

Copyrighted material




THE SOVIET MINISTRY OF MEAT AND DAIRY INDUSTRIES USES A SMILING WAITRESS TO ADVERTISE ICE CREAM

# ADVERTISING, RUSSIAN STYLE

## Soviets use capitalistic campaign to help their controlled economy

The manifestations of capitalism pictured on these pages were not paid for by free enterprise. But they do offer proof that the law of supply and demand is working even in Russia. They are advertisements prepared by the Soviet government for the magazine *Ogonyok* and are aimed at *Ogonyok*'s big city circulation. Now that civilian production has finally begun to catch up with the demand that existed during the Five Year Plans and the war, the government has sometimes found itself with too much mustard or skin cream or cheese. The answer: advertise them. The ad campaign is aimed mostly at the city people and concentrates on such items as foods, cigarets and insurance that they can afford, with little emphasis on expensive items like refrigerators and motor boats. Despite the similarity to some U.S. techniques, Russian advertising has one advancement still to perfect. But that must wait until the Soviets can "prove" that a Russian invented the singing commercial.



**"AT A GIFTS SHOP,"** says Russian caption. Shoppers are shown taking advantage of more civilian goods.

CONTINUED ON NEXT PAGE


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## APPEAL TO THE SECURITY-MINDED: SAVINGS ACCOUNTS AND LIFE INSURANCE

While the Russians are buying ice cream and chicken fat, the government wants to be sure that they will also put aside some of their money for a snowy day. So ads urge them to start savings accounts (*left*). Other recommended savings plans are forms of insurance. To prove the point the government runs an advertisement (*right*) that shows a happy Russian mother and child who are now protected because father took out life insurance.







## APPEAL TO SMOKERS AND DRINKERS: "AROMATIC" CIGARETS AND "ZHIGULI BEER"

The Ministry of Gustatory Industries is in charge of such products as cigarets and beer. Accordingly the ministry advertises (*left*) cigarets made both of strong tobacco and tobacco that is "aromatic and mild." "Ask for them," says a familiar slogan, "in all stores and at newspaper stands." In another ad (*right*) the Central Beer Trust, a division of the ministry, plugs "Zhiguli Beer," which is excellent with *rak*, a Russian crawfish.







## APPEAL TO VANITY: LOTION FOR "VELVETY SKIN," NEW CLOTHES FOR SUMMER

The Central Perfumery Trust is, for some reason, also a division of the Ministry of Gustatory Industries. Its ad (*left*) points out that "Vita" lotion contains not only lanolin but also vitamins A and D. It "eliminates wrinkles." For further beautification the Moscow Lenin department store announces (*right*) it has received "a large assortment of high-grade goods for the coming summer season . . . shoes, hats . . . orders taken for overcoats."

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*For*

# Mother's Day — *indeed,*



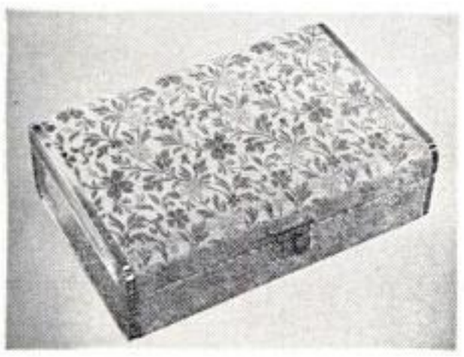
*for every gift occasion*







**The DUCHESS** *for Mother*—in ivory, rose, aqua, blue, green, wine Leather-Grain TEXOL . . . tooled in gold, locked in burnished brass . . . **5.95**



**The EMPRESS** *for the Bride*—in luxurious gold-thread brocade with delicately etched brass ends, brass lock . . . **10.00**



**The ASCOT** *for Father*— in handsome Pigskin-Grain TEXOL, fitted in rayon moire and velvet, bound in brass . . . **1.95**



**The COUNTESS** *for the Graduate* —in blonde, rose, blue, green Ostrich-Grain TEXOL . . . bound and locked in brass . . . **3.95**



**The PRINCESS** *and* **The PEERESS** jewel and matching earring cases in ivory, rose, aqua Leather-Grain TEXOL . . . *each* **1.95**
Both color-mates for the Duchess

*Prices slightly higher in Canada*



*The* ***DUCHESS*** *by Farrington—jewels by Otto Grun*

# When the gift must be extravagant in everything but price . . .

YOU'LL choose a Farrington Jewel Case . . . fashioned to exquisite beauty—fitted in the luxury of tarnish-proof rayon velvet and shimmering slipper satin—the *only* case featuring the exclusive all-metal Duroframe for truly lasting loveliness.

Crowning achievement to Farrington's half century of world leadership in creating covered metal boxes. All Farrington jewel cases without tax at leading fine stores throughout the country . . . or write for the name of the store nearest you.

FARRINGTON MANUFACTURING COMPANY, Boston 30, Massachusetts

*Fabulous Beauty*
FASHIONED BY
**Farrington**



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AD SHOWS HEALTHY RUSSIAN BOY WHO EATS HIS VITAMIN PILLS

# VITAMINS AND "KORNFLEKS"

Good health is as much a selling point for the ads of the Soviet government as it is for U.S. agencies. Russian vitamin pills (*above*) are advertised to "improve the resistance of the organism to diseases." The pills are also "necessary for children in the winter months when there is little sunshine." Russian advertising also introduces wonderful new products, such as "Kornfleks" (*below*) which, the ad explains, are made from flakes of corn and are not to be put in borsch, as some Russians have tried. The factory where the Kornfleks were made has just received the Order of Lenin for the excellency of its products. A U.S. equivalent might be the award of the Legion of Merit to General Mills.



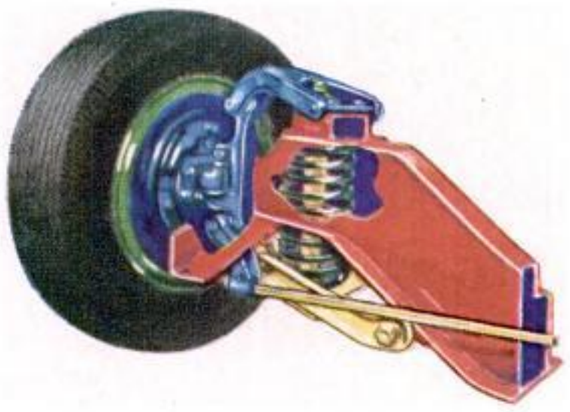

FOOD AD ILLUSTRATES "KORNFLEKS" (LEFT), BORSCH (IN CUP)



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**Feel those "Sofa-Wide" Seats!** Front and rear, they're designed and built for living-room comfort on the road . . . and they provide plenty of hip and shoulder room for six big people!



**Feel those "Hydra-Coil" Springs!** You seem to float across the bumps! And the new Ford "Para-Flex" Rear Springs give a soft, level, rear-seat ride!

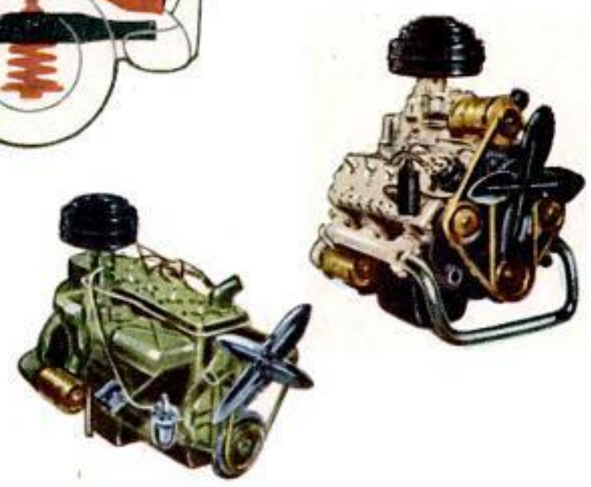
**Feel that heavy-gauge steel** in Ford's "Lifeguard" Body and fenders. That new body and frame in combination is 59% more rigid!



**Feel that "Mid Ship" Ride!** You travel between the wheels in the low center-section of Ford's "Lifeguard" Body . . . you get a true road-hugging "feel" that's sure and steady—even in a cross wind!

# Take the wheel ...try the new Ford "Feel"

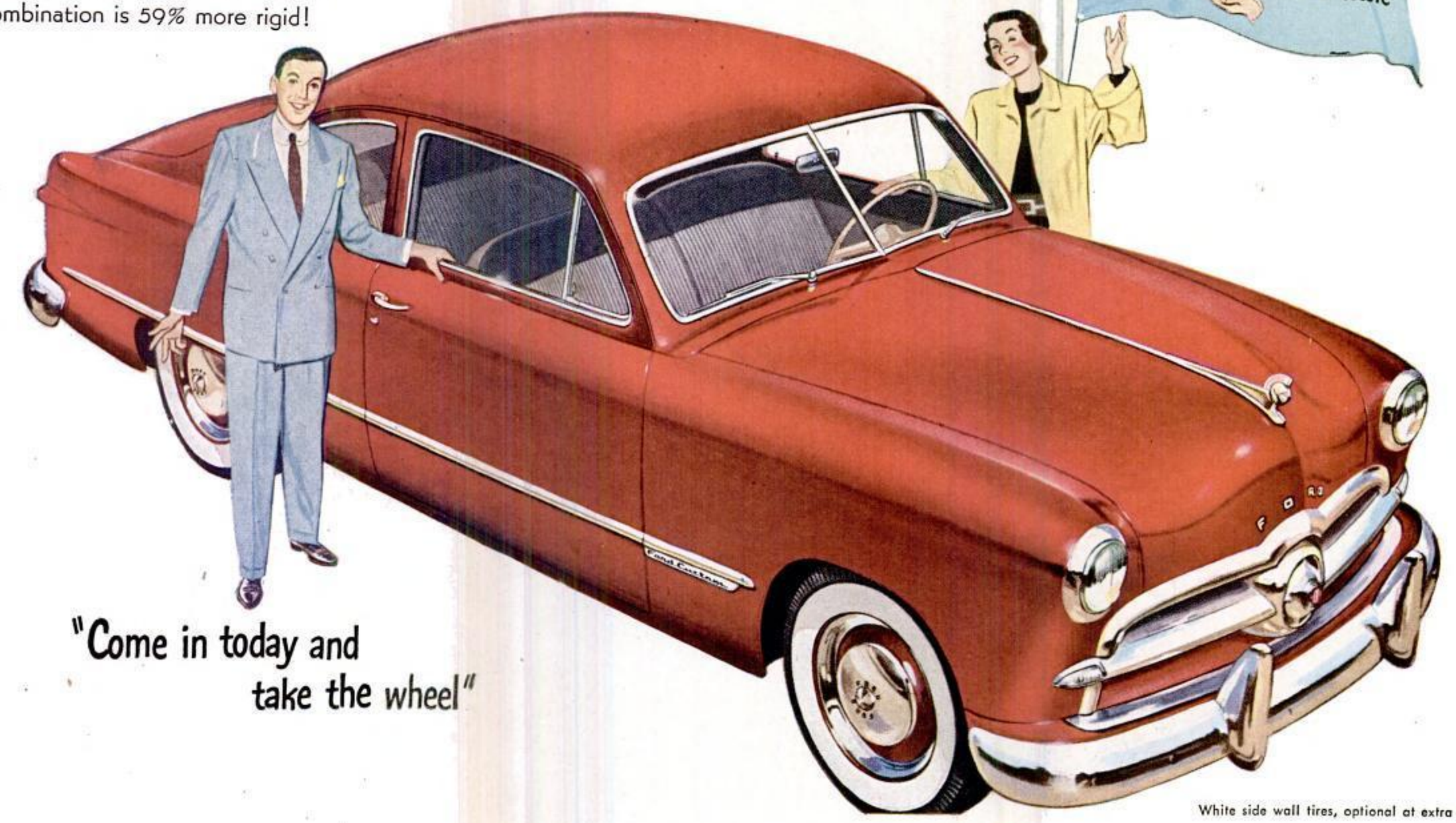
**Feel the ease of handling** . . . in traffic, in parking, on the open road . . . the sense of control you get from Finger-Tip Steering . . . the response of the new Ford engines. You feel that the car is a part of you when you drive the '49 Ford!



**Feel that "Equa-Poise" Power** you get from the new 100 h.p. V-8 or the new 95 h.p. Six! And there's up to 10% more gas economy, too!



**Feel those "Magic Action" Brakes!** They're King-Size and 35% easier to apply. "Magic Action" uses part of the car's own momentum to assist.




"Come in today and take the wheel"

White side wall tires, optional at extra cost.

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# To make *and keep* things 3 GREAT

A PRODUCT OF SWIFT

VIGORO

*Complete Plant Food*

**VIGORO*** . . . complete, balanced plant food. Supplies *all* the essential food elements plants must get from the soil for best growth and development. Used by gardeners the nation over for lawns, flowers, vegetables, trees and shrubs.

***Vigoro is the trade-mark for Swift & Company's complete, balanced plant food.**



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# greener on your side of the fence...

# GARDENING AIDS

PRESENTED BY SWIFT & COMPANY

**EndoPest** . . . all the protection most gardens need against the 3 major types of pests—chewing insects, sucking insects and fungus diseases. Comes ready-to-use in a handy dust gun of new and exclusive design, and in an economy size package for larger areas.



**EndoWeed** . . . improved lawn weed control destroys over 100 different weeds. Kills leaves, stems, roots and all—yet won't harm ordinary grass. Just mix with water, then spray, using exclusive "Side-Spray" applicator or any ordinary spraying device.






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# Here's how—

## ...to be a Smooth fly fisherman



**1. Take Temperature** of surface water and consult handy charts, prepared by experts, to help determine when and where to fish and type of fly to use.



**2. Start Cast** with arm parallel to water, rod 22° above horizontal. Raise rod upward in smooth rhythm till arm is vertical, rod 22° back of vertical.



**3. Now, Pause**—ever-so-briefly. Just long enough for line to straighten out *high* in the air behind you. Keep your wrist stiff throughout the cast.



**4. Forward Cast** by driving your rod forward till arm is 22° and rod 45° above horizontal. Start your back and forward casts slowly . . . finish them fast.



**5. Hook Fish** by moving hand *back*—smoothly. Play fish with rod 22° in front of vertical. Avoid slack. Fish tire most quickly under steady pressure.



**6. Land Fish** by easing him *over* net kept low in water—then raising net. When he's yours, you've set the stage for a true fisherman's mellow moment.

## ...to enjoy a Mellow moment




**7. Rainbow's End** . . . time to relax with HAMM'S smooth and mellow beer.



**8. In Mellow Moments** by the campfire, say: "Here's How!" with HAMM'S. It's the smooth and mellow beer preferred for any mellow moment: finest beer that ever crowned a perfect day! Every sip is luxury with smooth and mellow HAMM'S.

*Here's how... with*

# Hamm's Beer

**Smooth and Mellow**

*(Action photographs show* FRANK R. STEEL, *world's record fisherman and author of "Fly Fishing" and "Bait Casting with a Thermometer.")*

THEO. HAMM BREWING CO., ST. PAUL, MINNESOTA

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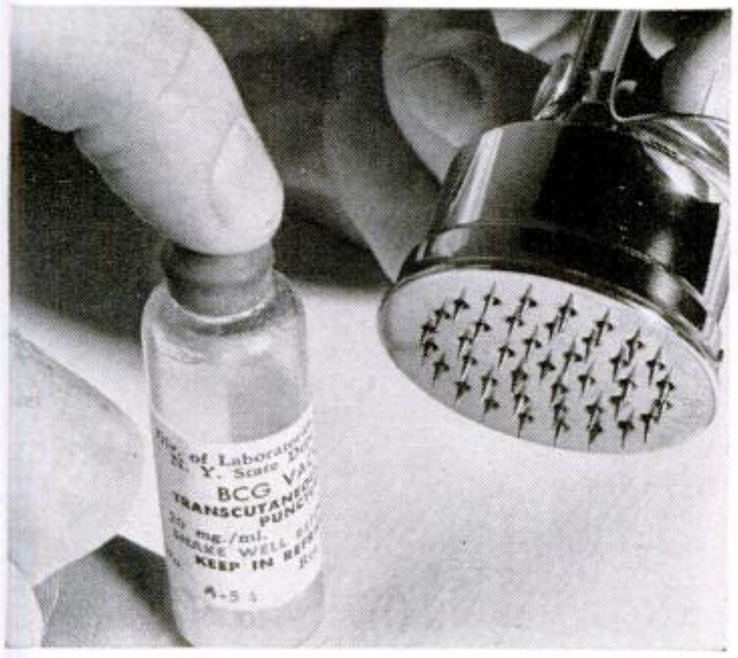
IN PARIS LABORATORY 77-YEAR-OLD CAMILLE GUERIN, A CO-DEVELOPER OF BCG, HOLDS UP DRY AND LIQUID SAMPLES FOR BOTH VACCINATION AND ORAL USE

# TUBERCULOSIS VACCINE

## U.S. doctors try out immunization drug after years of controversy

Snubbed by U.S. doctors for years, the only vaccine known to immunize against tuberculosis has now been accepted for a large-scale tryout in this country. The vaccine, called BCG, is already being given to test groups in eight states. In one group of 3,000 American Indians the tuberculosis mortality rate among those vaccinated was nine times lower than among the unvaccinated.

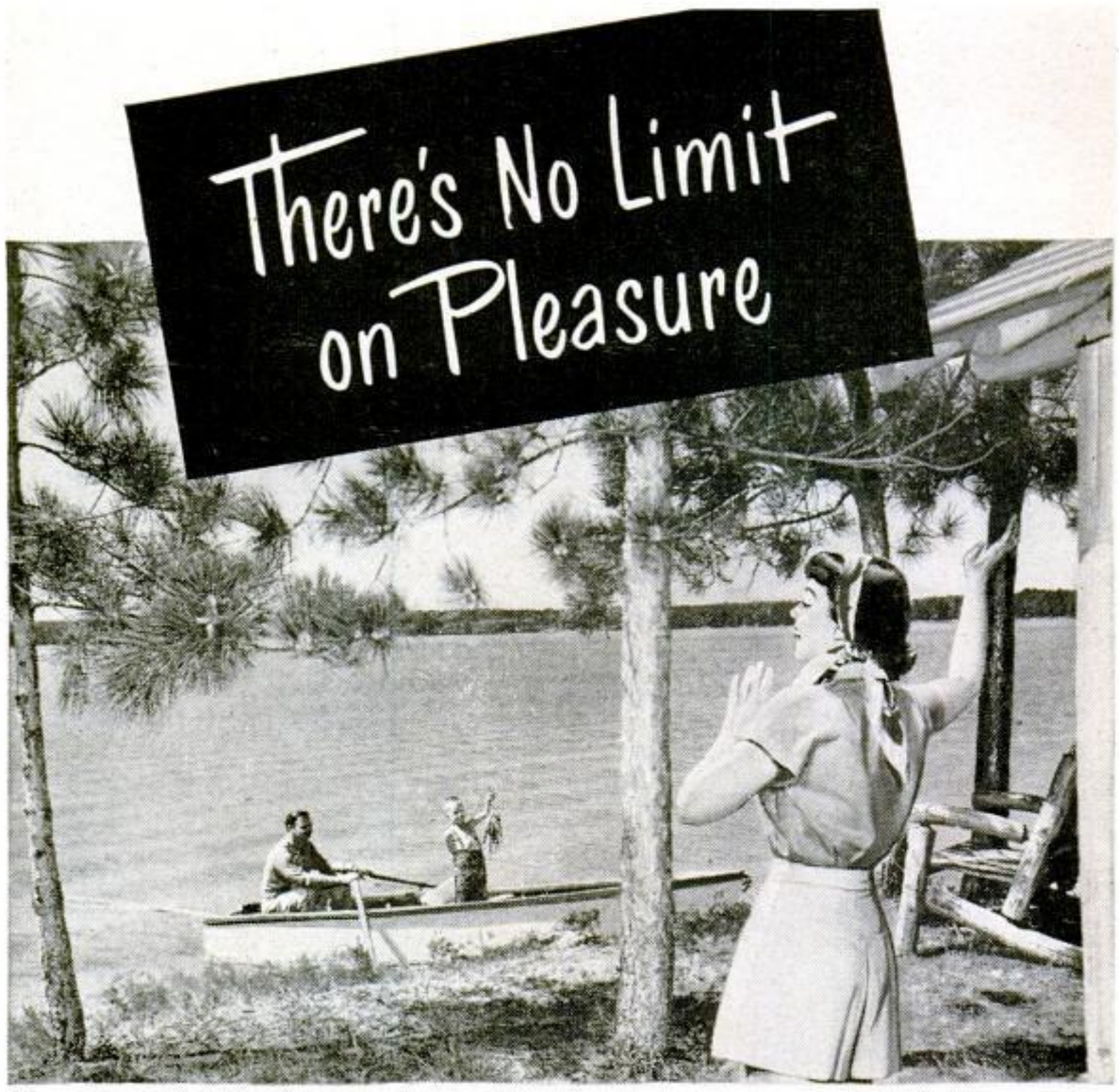
Discovered in 1908 by two French scientists, the drug is made by growing the germs of cow tuberculosis in a medium which weakens the organisms' virulence. During early tests the vaccine received a bad name when 75 German children died after being injected. These deaths were actually caused by a technician's mistake. But medical men continued to hold BCG suspect until years of tests proved that the vaccine was not only harmless but built up a high degree of immunity in persons not already infected. In Europe some 15 million children are being vaccinated. In the U.S. mass immunization may be years away, but at least BCG has won the support of many tuberculosis experts.




**VACCINATOR** has 40 prongs which puncture a drug-soaked paper, deposit vaccine in holes in patient's skin.

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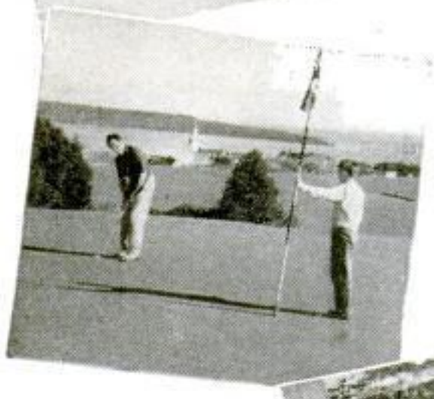


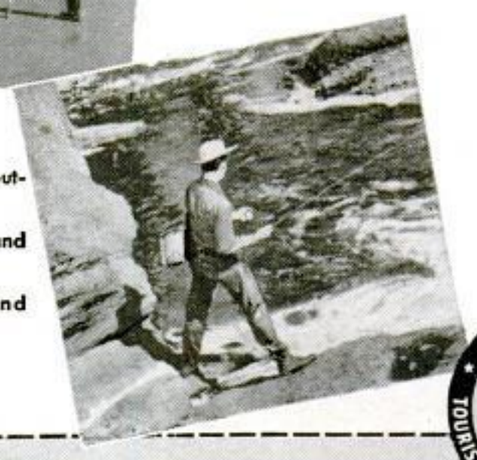

Vacation in **MICHIGAN**

Water Wonderland



Exhilarating Michigan . . . favorite vacationland of *all* America! Sun-splashed days and refreshing nights mean supreme vacation pleasure for you. Enjoy well-stocked fishing lakes, sandy beaches, cool forests and unlimited sports facilities! A marvelous network of scenic highways in Michigan—Water Wonderland—will lead you to world-famous resorts, the calm tranquillity of a cozy cabin or to brisk big-city activity. Send for Michigan's colorful, illustrated folder so you can plan your *dream* vacation now!





No limit on variety of outdoor activities.

No limit on boating and fishing thrills.

No limit on sport and scenic pleasures.

MICHIGAN TOURIST COUNCIL




MICHIGAN
TOURIST COUNCIL
Room 18, Capitol Building, Lansing 1, Michigan

Send me your free, illustrated folder entitled, "Pleasure in Michigan—Water Wonderland".

Name_____

Address_____

City_____ State_____

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STUDENT NURSES AT ALBANY (N.Y.) HOSPITAL LINE UP TO BE VACCINATED

# LARGE-SCALE TESTS ARE GIVEN

Slower to accept BCG than their European colleagues, U.S. doctors think the vaccine should be tested over a much longer period before being made commercially available. In the State of New York it is being given to hospital personnel who regularly are exposed to tuberculosis, and to young children in selected areas. In Georgia an entire community of 75,000 persons has been selected for mass immunization. But doctors point out that the vaccine should not be given to persons who react positively to tuberculin tests; they are already infected, so BCG will not help them. Doctors also stress that the vaccine is no cure; it will not be effective on the estimated half million persons who have active tuberculosis. For these, X-ray diagnosis and the usual treatment of isolation, rest, diet and medicines must still be employed.



**VACCINATION "TAKES"** on arm of 19-month-old child. Welts appear at puncture spots three weeks after vaccination, disappear three months later.



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M-M-GOOD! FRESH!

Kellogg's CORN FLAKES

The ORIGINAL W. K. Kellogg

*Fresher! Crisper! Grand!*

**That's why more folks go for dee-licious Kellogg's Corn Flakes! Good nourishment for you, too. Get this all-time favorite in Regular or Family Size Packages.**




*Choose the one you love the best:*
Kellogg's Corn Flakes, Pep, Rice Krispies, Bran Flakes, Shredded Wheat, Krumbles, Corn-Soya.

## CORN FLAKES...famous favorite in Kellogg's VARIETY PACKAGE!

*Choose your own* better breakfast from Kellogg's delicious VARIETY PACKAGE. 10 generous boxes. Your pick of nourishing wheat, corn, soya, or rice—flaked, shredded or popped! ALL KELLOGG-FRESH! All help breakfast become the hearty meal you *need*. So change to VARIETY PACKAGE—the most popular assortment of all, because . . .

Kellogg's

# MOTHER KNOWS BEST!

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## IN TEXAS

# ALMOST EVERYBODY PAINTS BLUEBONNETS

When it's bluebonnet time in Texas and the sweeping fields around Austin, Gonzales and San Antonio turn into waving acres of delicate bluish purple, the sight is heady enough to make a Texan forget the Alamo. Texans react to it heartily. They have made the bluebonnet their official state flower and named restaurants, beer joints, stores and a diaper service after it. They write songs and poems and books about it and paint innumerable pictures of it. In Texas no one worth his boots would be without a bluebonnet picture in his living room, and artists are judged not so much by their imagination as by the way they paint bluebonnets.

This April the bluebonnet bloom was lovelier than ever. Texans away from home thought wistfully of it and Texans on the spot grabbed easels and hurried out to paint pictures of their favorite flower. Some of them (*below*) went with art classes, some daubed for fun and some made a good living out of it. All hoped they might someday become as famous as Julian Onderdonk (1882–1922), founder of the bluebonnet school, who painted bluebonnets with such a realistic eye that Texans would never let him paint much of anything else.



**WRITING A SONG** called *Texas Bluebonnet Spring Beauty*, Mrs. Minnie Behrens of Giddings, Texas, tries a stanza on her pump organ. In vase on table: bluebonnets.



**ART CLASS** of Texas ladies is instructed by court reporter Rolla Taylor. He wears gaiters to protect his legs.



**ART STUDENTS** from junior high school in San Antonio stand among daisies, concentrate on bluebonnets.



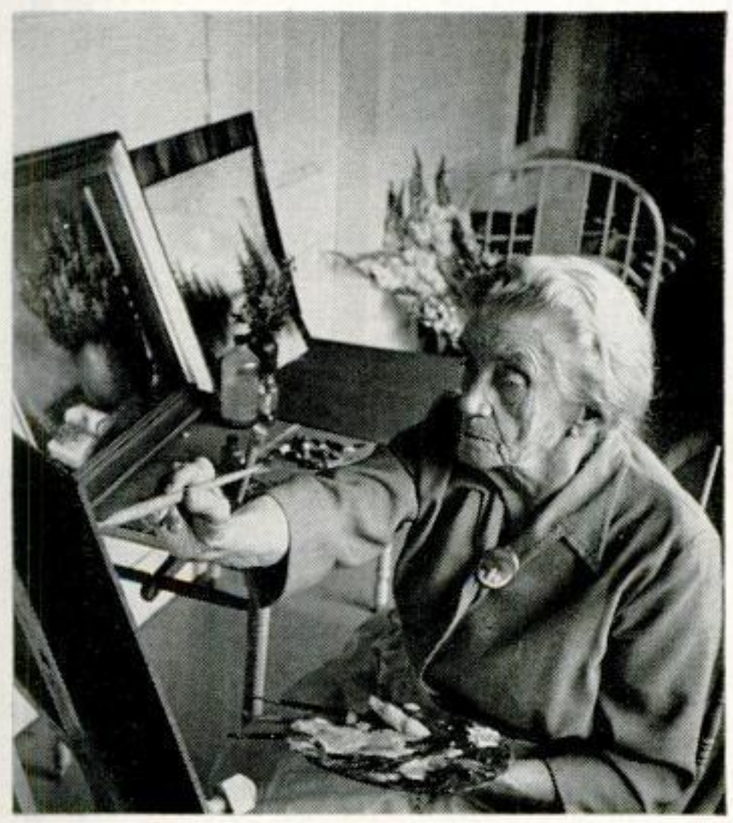
**PROFESSIONAL** Artist Porfirio Salinas is an able and successful bluebonnet painter. "I dream them," he says.



**PORTRAIT PAINTER** Helen Slimp spends most of year painting people, switches to bluebonnets in spring.



**BEGINNER** Betty Taylor sits right down among the bluebonnets to work in comfort and get a good close look.



**OLD HAND** at bluebonnet art is Mrs. Mary Thompson, 89. This year she has bad hip, paints on back porch.

CONTINUED ON NEXT PAGE



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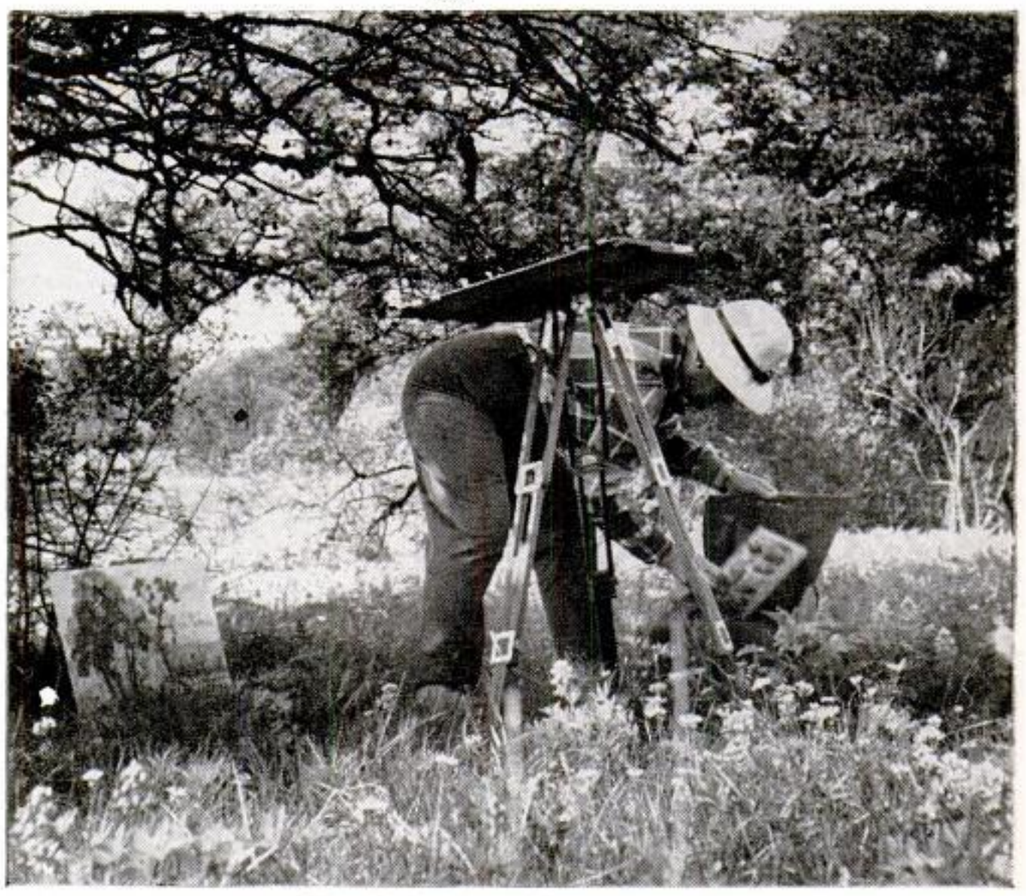

# ONE PAINTER HAS HER TROUBLES



**PICKING A SPOT,** Mrs. Stella Tylor of San Antonio carefully sets up her flat easel only to find that branches block her view and stick down her neck.



**WRESTLING WITH BRANCHES,** Mrs. Tylor sets out to clear up view. Branches are too thick for her clipper and she has to wrench them off the tree.



**ALL SET AT LAST,** Mrs. Tylor leans down to get her paints but bumps her easel, finally gets it back into place. The painting on ground is earlier attempt.



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# Romance lives on in snapshots

Times like this have special importance. With your camera along, you can keep every precious memory.

Those who make snapshots regularly know how much they add to the enjoyment of every occasion. All the people all the circumstances become part of the snapshot record.

It's so easy, so sure, with Kodak Film in your camera. Always keep two or three rolls on hand. Remember—the snapshots you'll want tomorrow, you must take today . . . Eastman Kodak Company, Rochester 4, N. Y.

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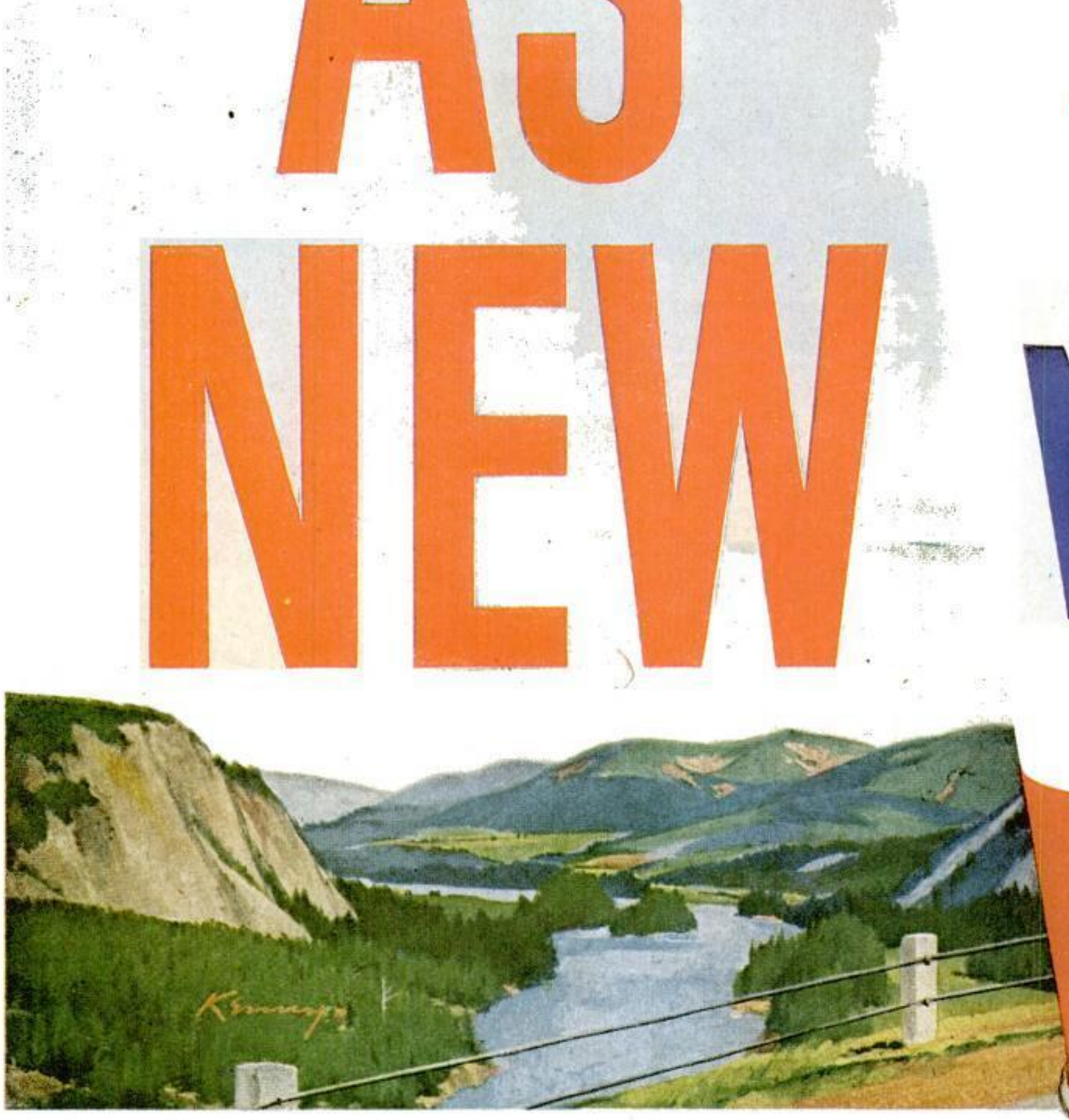



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*High Viscosity Index—the lubrication engineer's term for high resistance to change in body under extremes of heat and cold.

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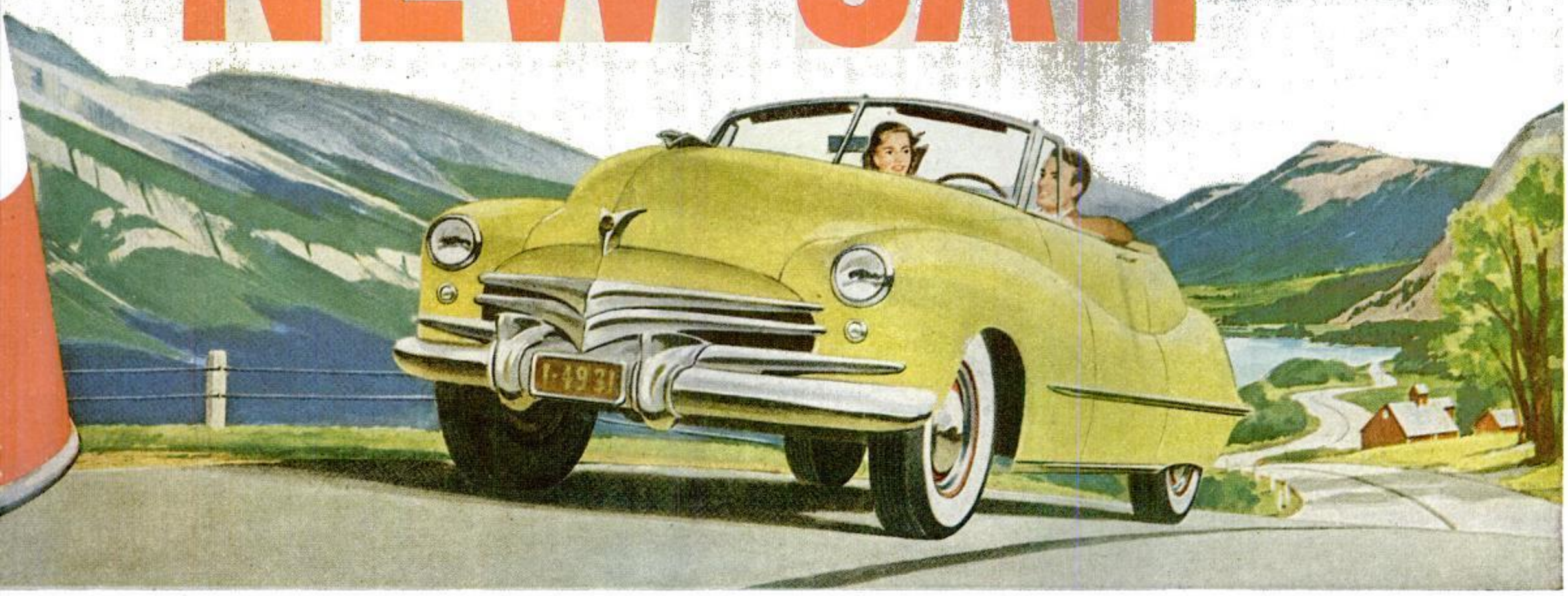
## 2. FULL PROTECTION

Here's top *engine-saving action!* New Mobiloil's choice selected stocks and "built-in" cleaning properties mean unsurpassed protection against friction, wear, harmful deposits. Socony-Vacuum pioneered with solvent-refined motor oils and effective detergents to keep engines cleaner.



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*91 years at fine whiskey-making makes this whiskey good.* 86 proof. Blended Whiskey. The straight whiskies in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.

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**UP FROM A SWIM** comes Corinne Calvet's freckled face, blue eyes, brown hair, 110 pounds of Gallic charm.

# REPLACEMENT FOR RITA?

## A LIVELY, FRECKLED YOUNG LADY FROM FRANCE MAKES HER BID FOR HAYWORTH'S VACANT THRONE IN HOLLYWOOD

Ever since Rita Hayworth ran off to marry an Indian prince, there has been a throne vacant in Hollywood: the throne of the Love Goddess. Among the aging prima donnas and the pert young things that have cluttered up most recent pictures, you will search in vain for one of those fabulous, full-bosomed, spicy, electric-eyed creatures who were once the stock in trade of the movie business, who drove men to madness and women to envy in all countries, classes, creeds and conditions.

Every Hollywood studio has its claimant to Rita's throne. The lively young lady coming out of the swimming pool above is being put forward by Hal Wallis, who produces pictures for Paramount. She is Corinne Calvet (pronounced Cal-vay), a 23-year-old French brunette who claims to be a descendant of one of Louis XV's paramours but does not make any claim to being a great actress. She is described by her press agents, however, as an accomplished interior decorator. She came to Hollywood from France two whole years ago (LIFE, May 26, 1947) but, aside from getting badly hurt in an automobile accident and getting married to a handsome young actor named John Bromfield, nothing much happened to Corinne. Then she got a chance at appearing in a picture called *Rope of Sand*. The leading feminine role in this film is that of a French trollop living in Capetown who vamps three men connected with the diamond business (*right*). California preview audiences who have had a look at the scene in which she flings her charms in the face of Diamond Merchant Claude Rains (*next page*) are inclined to think that Mr. Wallis has found what he was after.



**CALVET'S VICTIMS: BURT LANCASTER, CLAUDE RAINS, PAUL HENREID →**

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# Lady Buxton helps MOTHER manage money!



**"TWO PENNIES? ...RIGHT IN MY COIN PURSE!"**

Mother's change is ready in her roomy Lady Buxton! Big *expanding* purse in the 3-Way Billfold opens *way* out—makes her change easy to get at. Magic Purse in the partition billfold is *detachable!*



**"HERE DEAR... I SAVED IT IN THE HIDEAWAY!"**

Her extra cash stays out of sight... in the Secret Hideaway! Comes out of hiding to pay for *that hat.* Exclusive feature of Lady Buxton's 3-Way*! See other Lady Buxton* styles at better personal leather goods counters.




3-Way with Secret Hideaway, expanding purse. In 7 colors, $5 + tax.

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*The name Buxton appears in fine gold script on every Buxton Billfold.*

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# HERE IS CORINNE AT WORK







**SCENE FROM "ROPE OF SAND"** shows Corinne practicing her talents on a rich diamond merchant (Claude Rains). She comes into his hotel room, ostensibly to use his phone, rips the shoulder off her dress, blows smoke in his face. She did this scene as screen test for the film, did so well that she got the role.

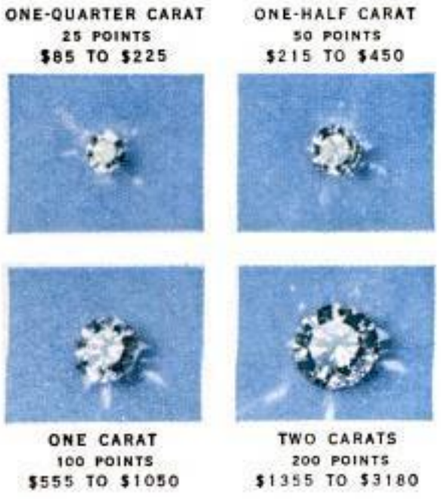


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HONEYMOON IN BEL AIR, CALIFORNIA . . . a spacious world-in-itself where visitors find luxurious living 'neath a warm and pleasant sun. Painted for the De Beers Collection by Bernard Lamotte.

# a Diamond is forever



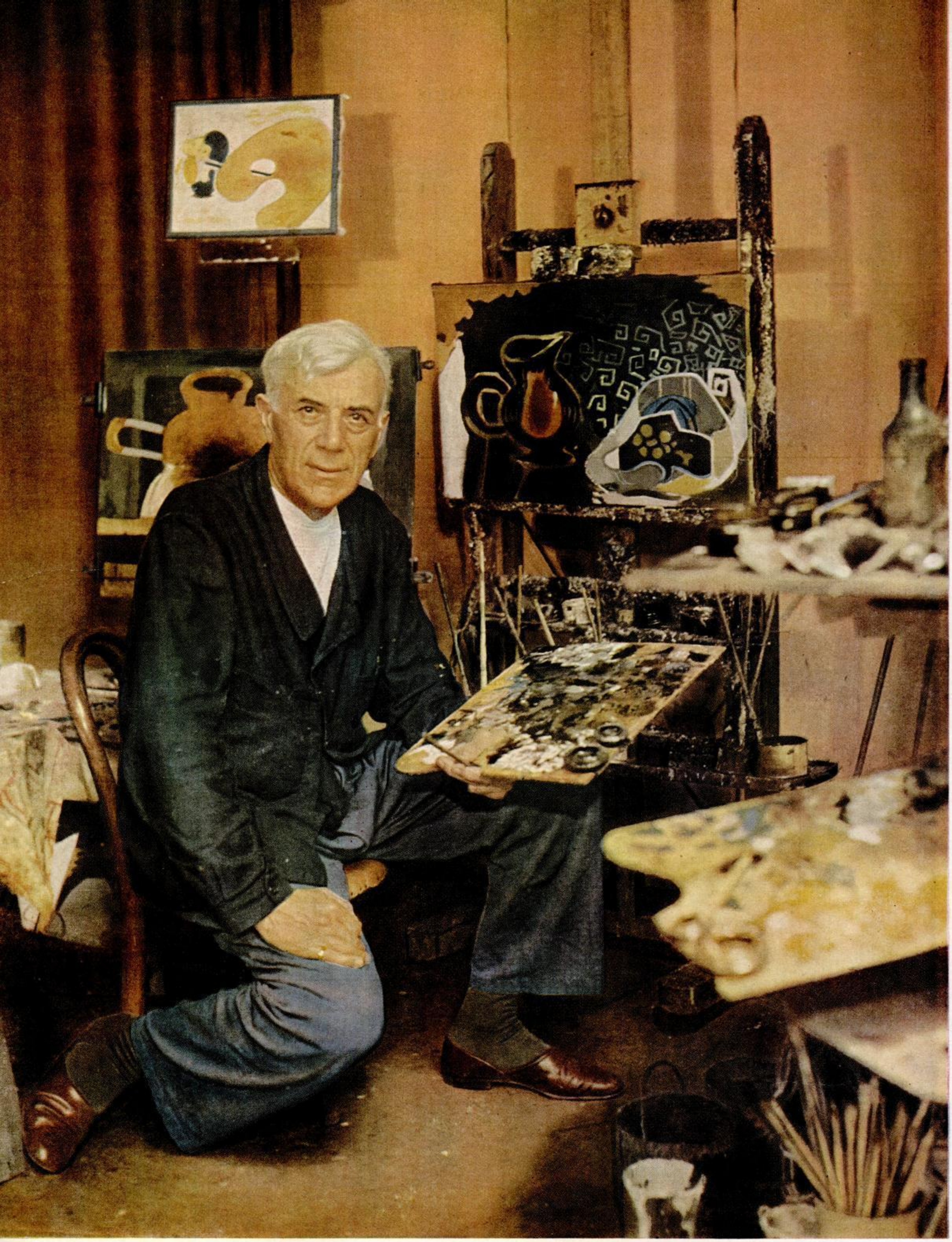

The above price ranges were developed for your guidance through a nation-wide survey among representative jewelers in January, 1949. (Exact weights shown are infrequent.) Add Federal tax.

In moments full of sweetness they've felt their hopes come true . . . as they turned from the altar to hear the organ's song . . . as they drank a toast with friends to happiness ahead . . . and now, as they smile together over pleasures in the fair new world they share. All these they'll cherish well in memory . . . all these a diamond will token in shining beauty a lifetime through. That is why her engagement diamond should be worthy of pride. It need not be costly, or of many carats, but it should be chosen with care. Color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler is your best adviser.

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**GEORGES BRAQUE** works in a large, spic-and-span studio in the outskirts of Paris. His easel is thickly encrusted with many years' accumulation of dried paint.

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# G Braque

## GREAT FRENCH INNOVATOR HAS EVOLVED A SERENE MODERN ART OF HIS OWN

THE Frenchman at left, Georges Braque, is a kindly, contemplative and eminently conventional man. But he is credited with launching two of the most revolutionary developments in the history of art. With Picasso he devised the geometric approach to painting that has come to be called cubism. Alone, he innovated the technique of collage—creating designs by pasting bits of materials on paper or canvas. Moreover, he has turned out hundreds of serenely abstract still-life paintings which have established him as one of the greatest living artists. The demand for his work has been tremendous. He has sold some 600 paintings to museums and private collections all over the world, with the result that he is now a very wealthy man.

For years Braque's reputation has been somewhat obscured in this country by the fame of his sensational contemporary, Picasso. This spring, however, the U.S. is seeing for the first time an exhibit of Braque's life work, revealing the full sweep of his power and originality. First seen at Cleveland's Museum of Art, the show is now on view at the Museum of Modern Art in New York.

Braque is a 6-foot, massively built man with the thick strong hands of an artisan. Born in 1882, the son of a house painter he was trained in the family profession but quit it for art when he was 20. French painting was then a weary form of impressionism, ruled by second-rate followers of Degas, Monet and Renoir. But in Paris, seat of many an art rebellion, a new one was beginning to seethe, led by a group of painters called *fauves* (wild beasts) because of their bold lines and shocking colors. Braque fell under the spell of the *fauves* and, for a beginner, was quite successful. The first time he exhibited his fauvist work at a Paris show in 1907, he sold all of the pictures he entered.

Braque became bored with fauvism and took up with a young firebrand named Pablo Picasso. Their meeting turned out to be one of the most important of the century. Picasso showed Braque a painting he had done portraying five nude women in an angular, distorted way that suggested geometric shapes. Braque was horrified and complained that Picasso was asking mankind to "eat rope and drink gasoline." But he changed his mind, realizing that Picasso's ideas fell in with his own. Not long after, he painted an extremely geometric picture, the first really "cubist" painting the world had ever seen. This irked Picasso, who considered Braque's picture an unethical scoop. Eventually the two men settled their differences and collaborated so closely on developing cubism that their styles were indistinguishable (*p. 82*).

A gay circle of friends and followers formed around Braque and Picasso. They went to circuses, listened to Chinese music and played instruments ranging from the accordion to weird African drums. They collected African sculpture, odd glasses and nails. Braque, an impressive and swarthy figure, swore lustily and wore his blue work clothes with a careless swagger. He loved to box and earned a formidable reputation in brawls at the Café de l'Ermitage, a cubist haunt in Montmartre. Some of his liveliest evenings were spent in the home of a German named Goetz who served porridge pots full of champagne. Leaving one party *chez* Goetz, Braque felt so elated he slid down the banister and crashed feet first through the door of the apartment below.

For Braque, the carefree cubist days in Montmartre ended with World War I. He served with distinction as a lieutenant in the army and then settled down with his wife to a suburban life on the Rue du Douanier in the outskirts of Paris. He built a red brick house which resembles the home of a modestly well-to-do lawyer. Quietly, steadily, with none of the virtuoso tantrums that characterize some modern artists, he evolved the style that has made him rich and famous.



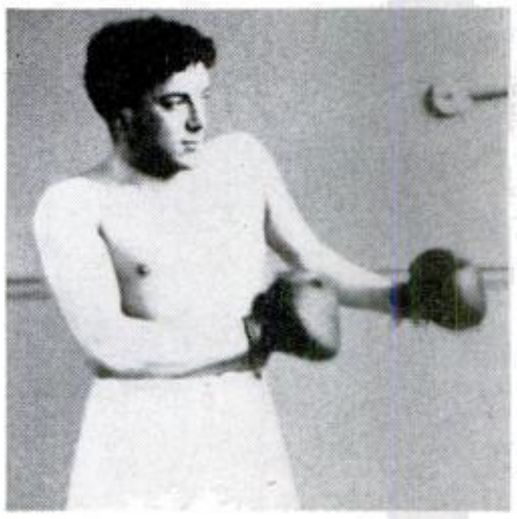
**YOUNG CUBIST** Braque, 29, worked in this Montmartre studio surrounded by the articles which still fill his paintings: violin, flowers, clay pipes, water cans.



**AT 4** Braque, wearing a dress, rode a combination hobbyhorse and tricycle.



**AT 16** he played flute as well as accordion and guitar and sang beautifully.



**AT 18** he had become a burly and proficient devotee of the sport of *la boxe*.



**AT 33** Soldier Braque was wounded, won Croix de Guerre, Legion of Honor.

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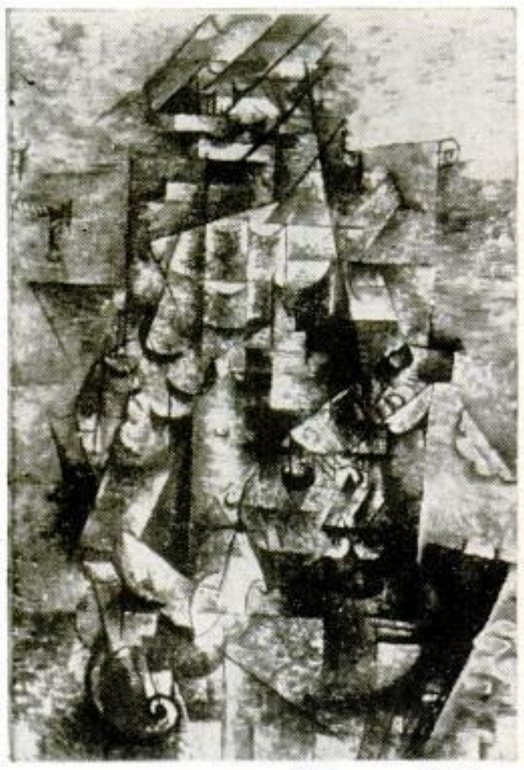


**EARLY DRAWING** of Braque's mother (1904) reveals influence of Toulouse-Lautrec. Woman behind was family maid whom Braque disliked and made ugly.



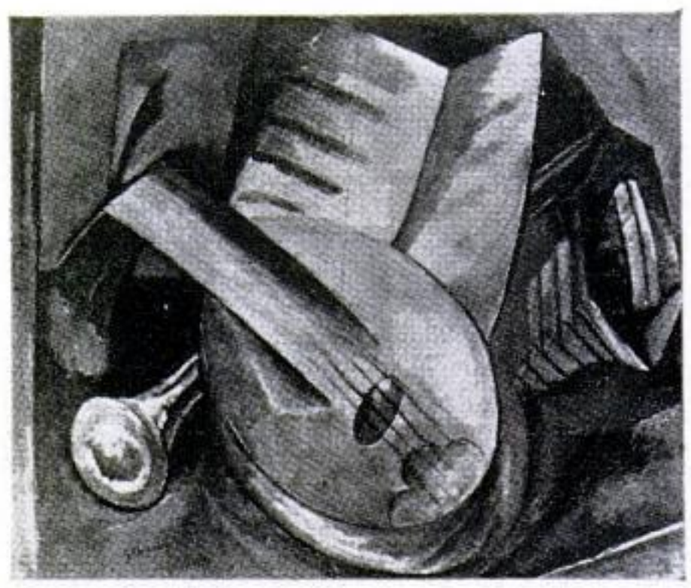


**FIRST CUBIST PAINTING** (*right*), which Braque did in L'Estaque, was inspired by work of Cézanne, who also painted view of L'Estaque in detail (*left*).





**CUBIST STYLES** of Braque (*left*) and Picasso (*right*) were identical in 1911. Working in same village, Braque portrayed a guitarist; Picasso, an accordionist.



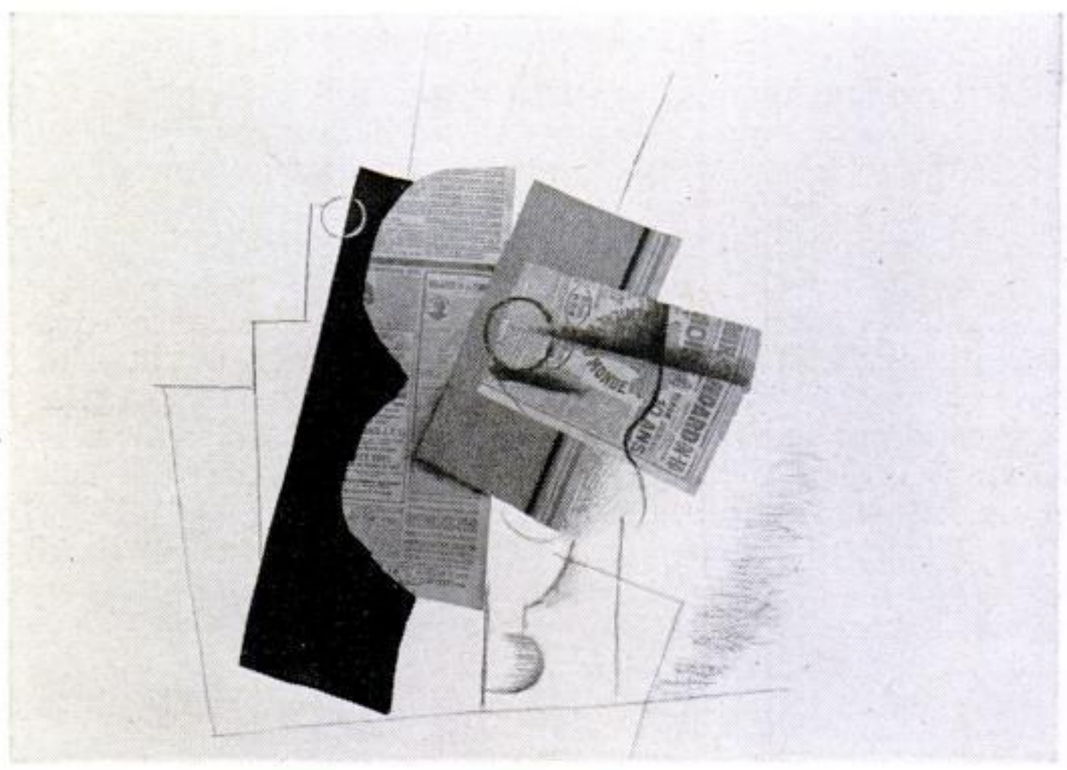
**STILL LIFE,** 1908, shows an early attempt at abstraction, was first one done from his imagination.

# HIS STYLE GREW FROM REALISM AND CUBISM

THE art of Georges Braque is an unusual combination of the rarefied theories of cubism and the rather homely principles of house painting. House painters in Braque's day were called upon to make cheap walls look like marble, gilt and richly grained rare woods. This technique fascinated Braque and led him to invent collage (*below*) in which he contrasted surface textures merely by pasting things on paper or canvas. Textures continued to preoccupy Braque throughout his postcubist career, as the paintings on the next pages show. Cubism taught him a painting must not be looked at as a copy of life but as an expression of it and a pleasing pattern of planes, lines and colors.

In his early experiments with cubism Braque was inspired by the great 19th Century artist Paul Cézanne, who painted objects (*far left, center*) with a minimum of detail to emphasize their basic structure. His style suggested to Braque the possibility of reducing structure to even simpler forms and of discovering behind the outer covering of nature an amazing new world of shapes. Braque's first attempt (*left, center*) retained a touch of reality. But, exploring deeper, he abandoned the rules of perspective and broke forms down so that all their sides could be seen at once on a flat surface. From here Braque went on to even freer arrangements (*lower left*), separating the planes of objects from each other and moving them around in order to obtain more striking designs.

From all these elements Braque forged his mature paintings (*opposite*). His beautifully balanced compositions, introducing a spiritual calmness into modern art, express the French love of logical, orderly arrangements. Within his narrow field of still life he has worked with subtle variation and a sensual love of everyday objects. Out of an ordinary guitar, a critic once observed, Braque has created a Madonna.



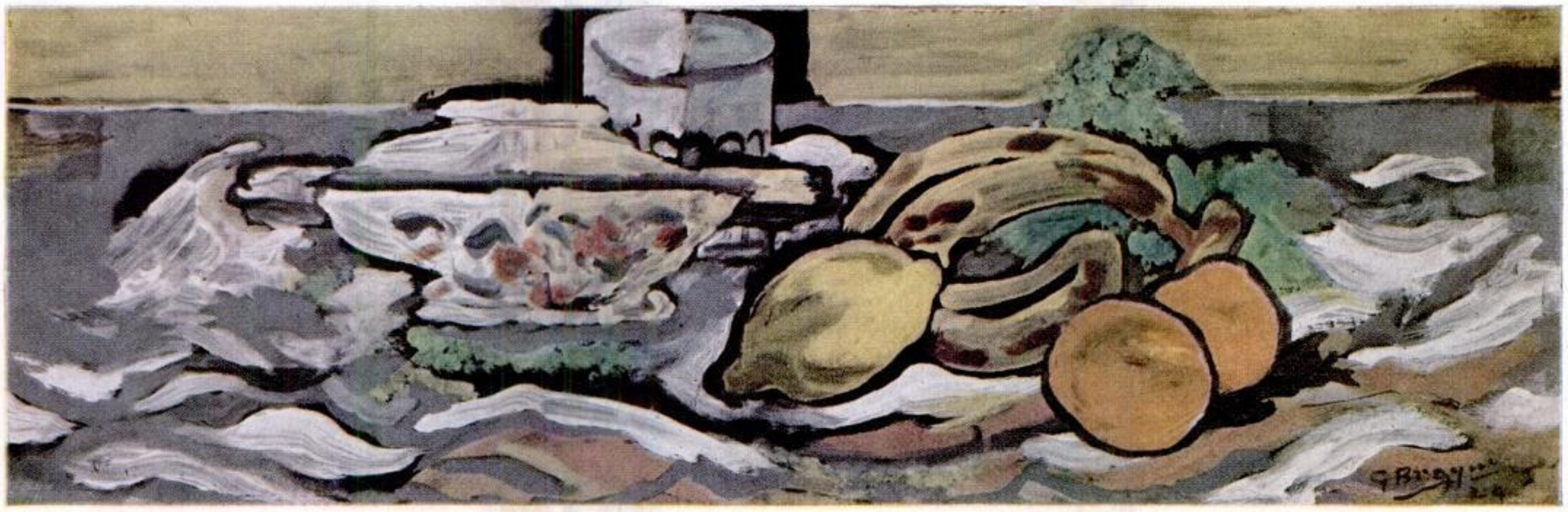
**COLLAGE** of newspaper and wallpaper suggests guitar. Technique grew from Braque's experiments with paper sculpture, which he folded into cubist shapes.



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**PITCHER AND BASKET OF FRUIT** was done in 1925 after Braque abandoned cubism for a more realistic style. He achieved gravelly texture by adding sand.



**SUGAR BOWL WITH FRUIT,** painted in 1924, reveals Braque's free-flowing brushwork. He painted fruit in soft colors that characterize his best-known work.



**ANEMONES,** done in 1925, is study in contrasts. Wavy grain in wood contrasts with vertical stripes in background and curving forms of cup, pitcher and flowers.

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**STILL LIFE: LE JOUR** was painted by Braque in 1929 in a style that shows marked change from early '20s. Household items, Braque's favorite subjects, are portrayed abstractly, distorted and flattened for new, unusual effect. Lettering reflects Braque's early employment as sign painter.



← **WOMAN WITH BASKET OF FRUIT,** done in 1926, shows one of few human figures Braque has painted. Not interested in portraying a realistic nude, he painted her as another still life, flattening her out so that her body contours became part of a rhythmic, decorative pattern.



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← **STILL LIFE WITH PINK BACKGROUND,** an abstraction dated 1935, was unusual departure for Braque, who had seldom used so much pink. Key to design of picture is the two-dimensional, distorted mandolin, whose shape recurs in the numerous abstract oval designs on the table and is further suggested by shapes of bottle and glass. Braque, who often puts a mandolin in his pictures, is himself a mandolin player.

**COMPOTE DISH, BOTTLE AND MANDOLIN,** which Braque painted in 1930, clearly reveals his early cubist background. He portrayed several diversely shaped objects, including sausagelike dish and horseshoe-shaped mouth of vase, and joined them all into a unified pattern by superimposing upon them a complicated system of interlocking geometric forms. Grain of marble table shows Braque's interest in textures.

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**THE SUNFLOWERS,** done in 1946, reveals Braque's recent shift to more realistic style. He even included a picture frame as part of his composition.



# BRAQUE EVOLVES A NEW REALISM

Today Georges Braque continues to explore the great and fathomless art of painting. Many an artist who has become famous has found it more profitable to be less inquisitive and keep churning out the sure-fire work with which he first made his name. But Braque's evolution has never ceased. Since World War II he has gradually been moving toward a more realistic style, as shown above. What the change means no one can tell now for sure—not even Braque himself. Asked if he was consciously abandoning abstractions, he drew a line suggesting a woman's profile. "Look at this line," he said. "Is it abstract? Is it a profile? Where does abstraction begin? Where does it end? I have never been able to find out what it really is. . . ."

Braque's art is so highly personal that it cannot be pigeonholed into the handy compartments of isms which the art experts love to use. It has roots in classic Greek art, as shown in the drawing at left from his sketchbooks. It has elevated common household objects to a new and remarkable place in the world, where they become parts of an infinitely rich and varied scheme of shapes and colors. To Braque the relationship of objects with their textures is the end-all of painting, no matter how realistically or abstractly it is presented. His philosophy is catching. Thousands of little Braques, fashionable in the art circles of America and Europe, have worn his art threadbare. "I prefer those who exploit me to those who follow me," declares Braque. But the imitators, as always, are left in the dust. Braque, younger than youth itself, moves on—seeking something new.

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*says* **JAMES STEWART**

*"Beautiful styling—and the* **DuraPower**

***Mainspring** means superb **performance**"*



*Voted best-dressed man in the movies*
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THE
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ELIMINATES 99% OF ALL REPAIRS DUE TO STEEL MAINSPRING FAILURES!




*Lord and Lady Elgins are priced from $67.50 to $5000. Elgin De Luxe from $47.50 to $67.50. Other Elgins as low as $29.75. All prices include* **Federal Tax.**

*Patent Pending. Made of "Elgiloy" metal.

Jimmy Stewart's enthusiasm for the new Elgin Watches is shared by many of America's best-dressed men and women. See these beautiful American-made watches at your jeweler's and you'll be attracted immediately to their smart, distinguished styling.

And beneath that beauty is a new miracle in watchmaking : : : Elgin's exclusive DuraPower Mainspring. The greatest aid ever developed to *permanent* accuracy in a watch, the DuraPower Mainspring eliminates 99% of repairs due to steel mainspring failures. Give the one you're going to surprise with a watch the *extra* satisfaction of owning an Elgin...a new Elgin with the DuraPower symbol ℘ on the dial.

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***The genius of America to wear on your wrist!***



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*This great new cigarette*
*says "Go Ahead –*

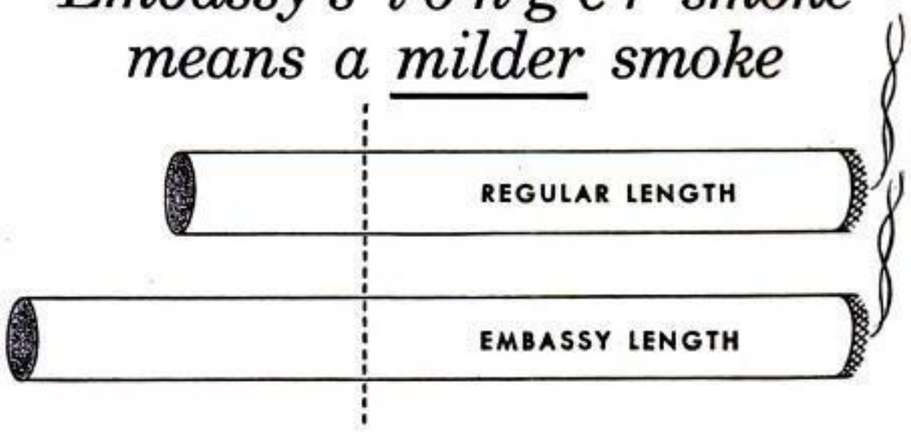


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# Inhale to your heart's content!"

It's here! A really mild, flavorful smoke that enters your mouth pleasantly *cool* and *filtered*. Embassy's extra length of fine, mellow tobaccos provides extra enjoyment plus an extra margin of protection. With Embassy, you can inhale to your heart's content!

*Embassy's l-o-n-g-e-r smoke means a milder smoke*




Make this comparison. Smoke Embassy the *same* length you'd normally smoke any regular-length cigarette. Discover for yourself . . . Embassy's l-o-n-g-e-r filtering range gives you a cleaner smoke . . . a pleasantly cooler smoke of *unequalled mildness!*

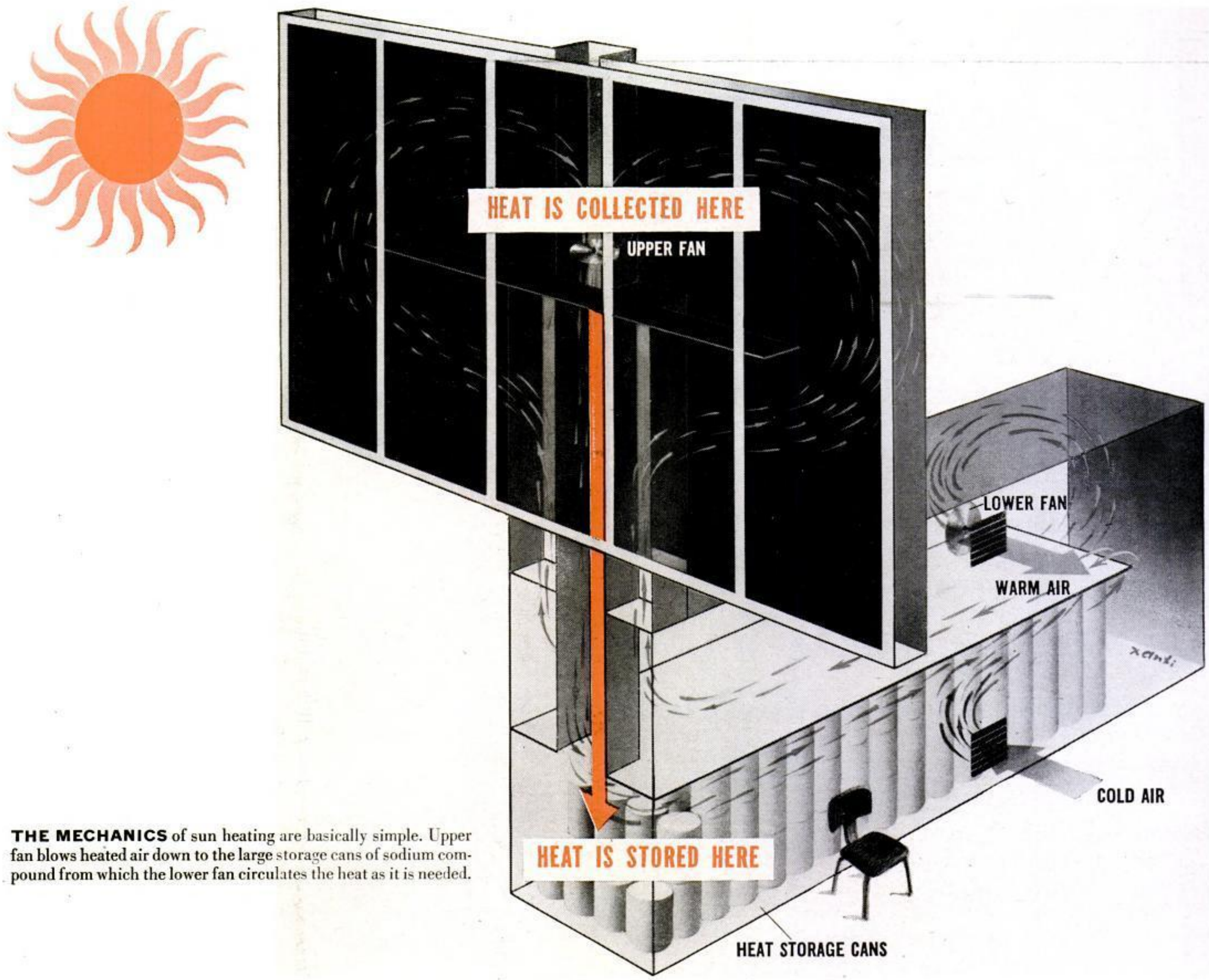



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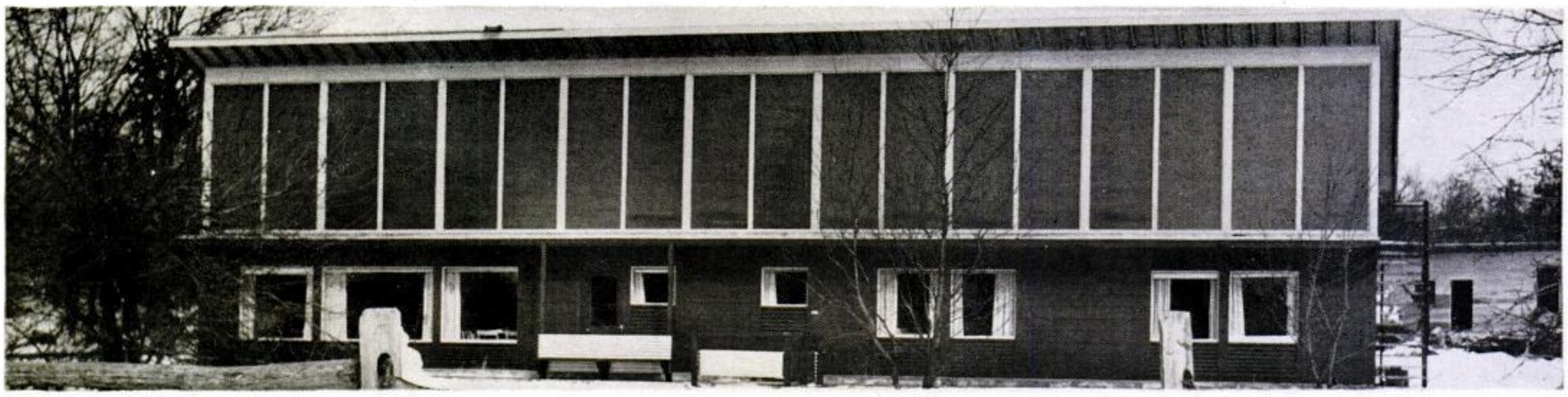

**THE MECHANICS** of sun heating are basically simple. Upper fan blows heated air down to the large storage cans of sodium compound from which the lower fan circulates the heat as it is needed.

# WORLD'S FIRST SUN-HEATED HOME

## A NEW HOUSE IN DOVER, MASS. HAS BEEN COMFORTABLY WARM ALL WINTER WITHOUT A FURNACE

The unconventional building below, resembling a modern house with superimposed chicken coop, may turn out to be historic. It is the world's first year-round home to be heated entirely by the sun. Not to be confused with "solar" houses, this house needs no furnace at all, although it is located in chilly Dover, Mass. Instead it has a large "heat collector," consisting of two separated panes of glass with a black metal panel behind them. This is a heat trap (*above*); the sun's short heat waves go through the glass and warm the metal to as much as 150°. At this temperature the metal gives off long heat waves that cannot easily go back out through the glass. A fan blows this trapped heat through conduits to big cans filled with a cheap ($10 a ton) sodium compound which has the property of efficiently soaking up and storing heat. When heat is needed, other fans draw the warmed air through the house.

The house was privately built under direction of Dr. Maria Telkes of the Massachusetts Institute of Technology and was lived in all winter by a family that reported complete comfort. If further experiments are successful, Dover's odd house could be the beginning of a big reduction in the approximately $3.5 billion the U.S. pays annually for household fuel.



"HEAT COLLECTOR" 10 BY 72 FEET DOMINATES EXTERIOR. TWENTY TONS OF CHEMICAL STORE ENOUGH HEAT TO KEEP HOUSE AT 70° FOR 10 SUNLESS DAYS

CONTINUED ON PAGE 93



Copyrighted material

# Get This AMAZING $2.00 VALUE For Only $1

and any two Lever box tops or wrappers

## Sensational NEW Self-Drain 2 Qt. Aluminum Saucepan at ½ price




"No more scalded hands-and it saves food too" SAYS-

Aunt Jenny

TESTS IN THE SPRY KITCHEN PROVE IT



When you buy any two of these Fine Lever Brothers Company Products in your grocers'

# BUY-TWO SALE




## AMERICA'S FAVORITE SAUCE PAN *NOW* IMPROVED *SIX* WAYS

American women saved thousands of dollars on famous Regal Aluminum ware in Lever's BUY-TWO SALE last year. They were so delighted with their bargains that thousands upon thousands wrote us. "Can I get *more* Regal pans?"..."Is it too late to get another?"..."When are you going to have a BUY-TWO SALE again?"... Letters like that are still coming in a full year later.

The most popular item in last year's sale was the Regal Aluminum 2-quart sauce pan. Hundreds of thousands of these in daily use proved their worth and made fast friends for Regal ware and for Lever Brothers Company products. Now, that Regal 2-quart sauce pan has been *improved six ways.*

### YOURS—FOR THE FIRST TIME IN HISTORY

1. **SELF-DRAIN**—You can drain hot water from food without removing the cover.
2. **ELIMINATES DANGER** of scalding or burning your hands.
3. **SAVES FOOD**—Prevents food from spilling into sink while draining.
4. **EASY TO USE**—A slight twist turns the scientifically designed high dome cover.
5. **INDICATOR**—easy to read—shows position of cover, to *Cook,* to *Drain.*
6. **NO-BURN NO-TURN**—Bakelite handle that shines like polished ebony—Bakelite handle on cover too.

Your "Self-Drain" sauce pan is highly polished, gleaming, heavy gauge Regal Aluminum. Worth $2.00—but it's yours for only $1.00 and two box tops or wrappers from any of these fine products of Lever Brothers Company:

**RINSO**—New 1950 Rinso with Solium has 3 times the whiter washing action of any other soap.
**SWAN**—The newer, better, white floating soap.
**SPRY**—With Cake-Improver for lighter, better tasting cake.
**LUX TOILET SOAP**—The beauty soap of the screen stars.
**LUX FLAKES**—Faster! Sudsier! So safe!
**LIFEBUOY HEALTH SOAP**—With its purifying ingredient gets skin cleaner.
**SILVER DUST**—Safe, white granulated soap with fine Cannon face cloth.

Send any two box tops or wrappers from these fine products with only $1.00. Use the convenient order form below. Fill it in now. You will receive your REGAL Self-Drain sauce pan promptly by mail, prepaid.

USE THIS HANDY ORDER FORM

**LEVER HOMEMAKERS CLUB, P. O. Box 645, New York 46, N. Y.**

Enclosed are two box tops or **wrappers from Lever Products and $1.00.**
Rush the REGAL Self-Drain **Sauce Pan to—**

Name_____

Street and number_____

City_____ Zone___ State_____

Copyrighted material



"Libbey designed this satin-etched and 22K gold pattern to go with any dinnerware service. It blends with both traditional or modern motifs."



"Here's an exciting, new glassware shape—an original classic design by Libbey. Graceful and distinctive for your formal or informal table."



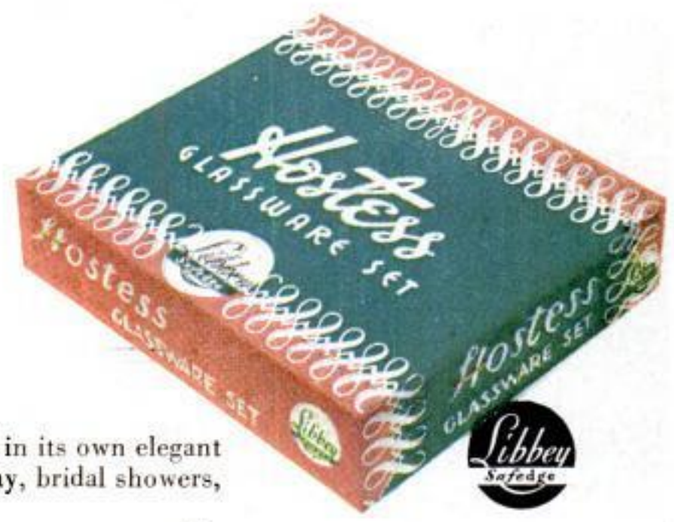



# "Corsage" Hostess Sets by LIBBEY GLASS



"So practical! Use these pieces in various combinations round the clock. They make your table look new and lovely."

● Decorated glassware in matched place settings is an important new table fashion! The rims and twining ribbons are in 22K gold; the roses are satin-etched: all are fired on! Each piece has the solid heavy base you like. And the rims are guaranteed: "You get a new glass if the 'Safedge' ever chips!" *At leading stores everywhere.*

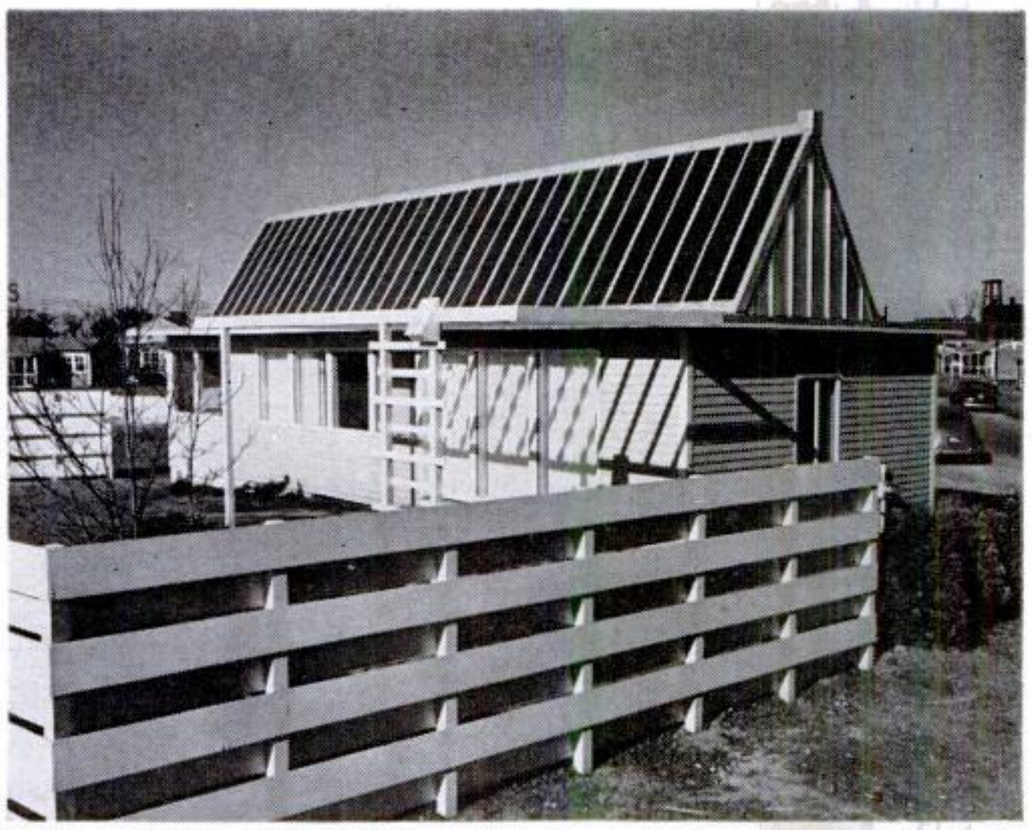



Each set of 8 prepacked in its own elegant gift box for Mother's Day, bridal showers, weekend hostesses.

*Eight of a kind for* $3.00 *slightly higher in the South and West*

Copyright, 1949, Libbey Glass, Division of Owens-Illinois Glass Company, Toledo 1, Ohio

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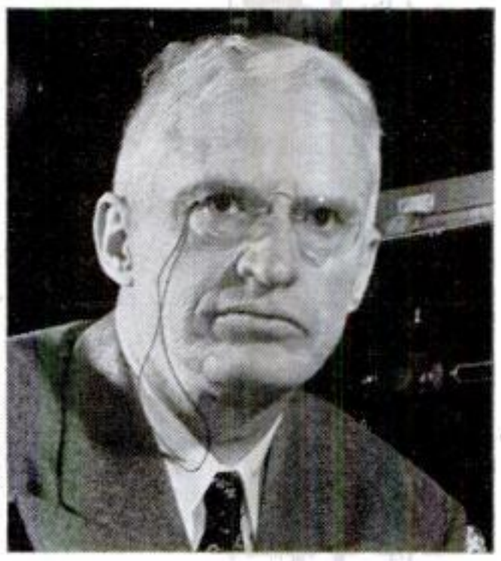
**DIFFERENT PRINCIPLE** is employed in a solar-heated house M.I.T. built at Cambridge, Mass. A 400-square-foot heat collector warms water which is stored in a 1,200-gallon insulated tank in the attic, and which is calculated to keep the house at 68°. However supplementary heat is occasionally needed.

# WILL SUN REPLACE FURNACE?

An acre of the earth's surface each day receives an amount of solar energy equal to that produced by burning 9 tons of coal. The houses shown here are the most successful experiments thus far in utilizing this source of energy. But just how soon sun-heating systems will become widely used is a matter on which competent authorities differ. Four people whose views reflect varying shades of opinion are shown below.



**ARCHITECT** George Fred Keck, the noted solar-house experimenter, thinks that there is little chance of solar heating replacing conventional systems soon because solar heating has not yet proved to be efficient.



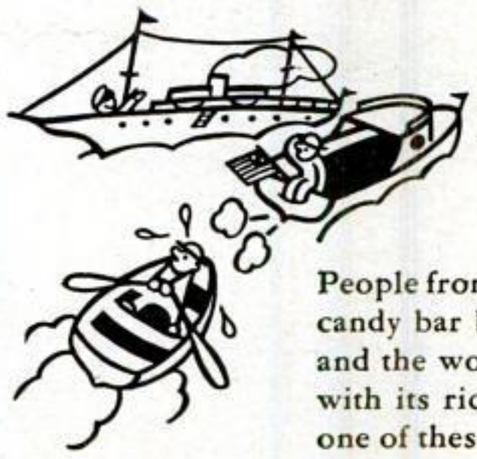
**ENGINEER** Eugene Ayers of Gulf Oil Corporation points out man's fuel resources, according to different estimates, will be used up in from 92 to 300 years, says Telkes method can reduce the national fuel bill 10% in 10 years.



**ARCHITECT** Carl Koch feels both the M.I.T. and Telkes experiments are very promising but he points out the American trend is toward compact automatic conveniences rather than toward maximum economy.



**ARCHITECT** William Hamby of Raymond Loewy Associates (*p. 110*) believes that solar heat will replace all other types within the next 10 years and says that the sodium compound is the only promising solar storage unit.

*In rowboat, yacht, or putt-a-putt,*
*The treat is Welch's Cocoanut!*

People from coast to coast say that this is their favorite candy bar because they like its fresh cocoanut flavor and the wonderful way the chocolate coating blends with its rich creamy center. If you have never eaten one of these bars, we hope you will try one soon, and we are certain you will enjoy it.




We say it's...
*"The World's Best Cocoanut Candy"*

**RISLONE with your oil gives your car smooth new power in 10 miles**

**You can feel the *guaranteed* improvement as it dissolves the gum and sludge in your car**



You get your money back if you don't feel an actual difference in 10 miles after adding Rislone to your oil: instant starting... power-surge pick-up... smooth, quiet power at all speeds.

Rislone is a super oil-alloy that keeps your car at peak performance as you drive. It dissolves gum and sludge to keep your motor clean and protected, to free sticking valves, to eliminate sluggish power and low-gear jerkiness.

Rislone is a full time lubricant with no harmful ingredients. For all cars—of any age; it actually permits normal driving speeds immediately in new and reconditioned cars.

Prove Rislone's "motor magic" to yourself. Try it today. Available at car dealers, better garages, and service stations everywhere.

The Shaler Company, Waupun, Wis.




Whenever you change your oil ..put in a quart of SHALER **Rislone**

(2 quarts for larger cars). As you add oil, make every fourth quart RISLONE.

*Roses for Mother on Her Day*



Brooch $11.50
Earrings $12.50

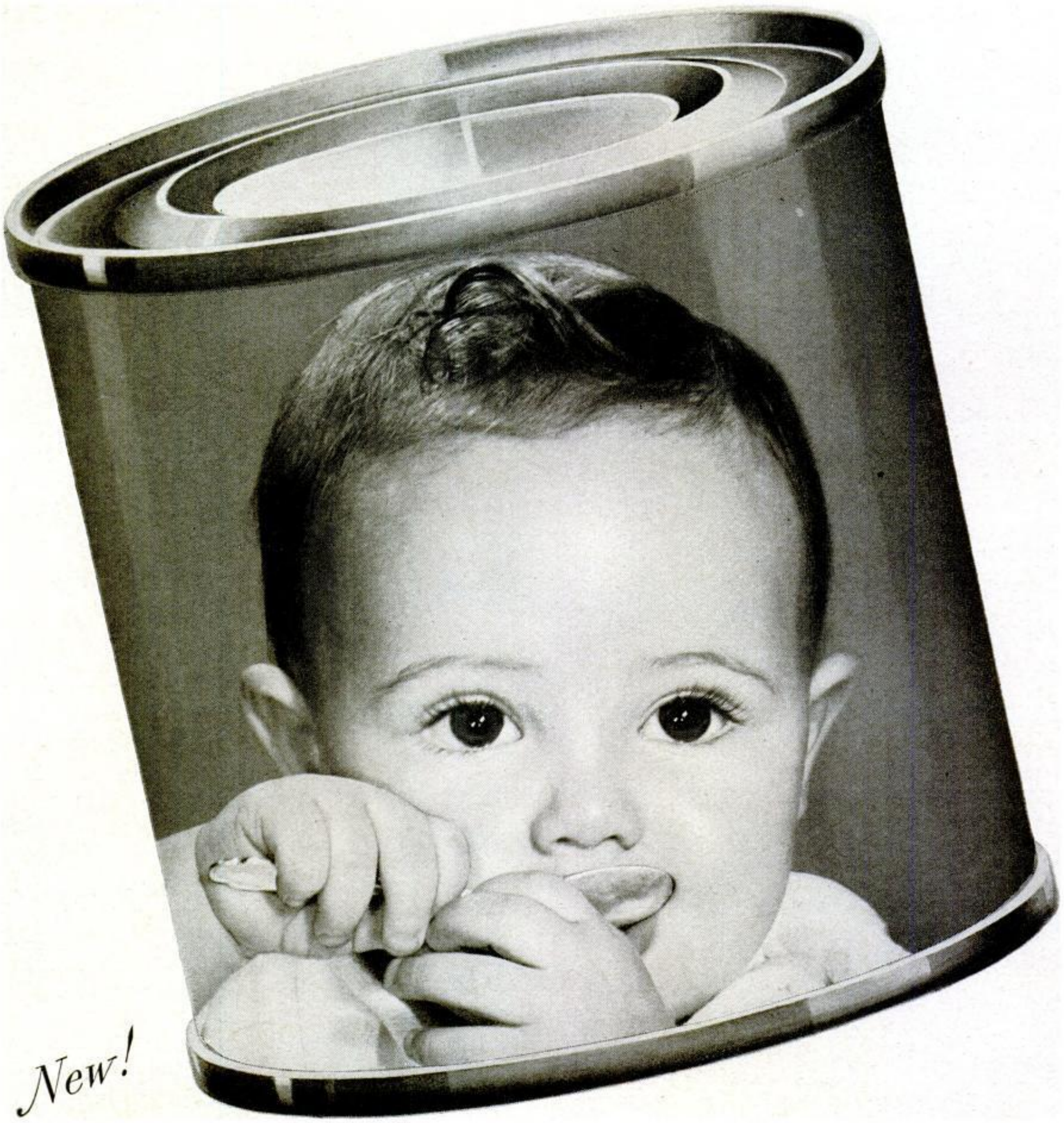
A wreath of dainty pink roses and cool green leaves—with earrings to match. Beautifully made with a rolled overlay of 14 kt. gold for lasting enjoyment.

*Krementz*
FINE QUALITY JEWELRY
*since 1866*

FOR LADIES: Flexible and Bangle Bracelets
Necklaces • Brooches
FOR MEN: Evening Jewelry • Cuff Links
Tie Holders • Belt Buckles
Wherever fine jewelry is sold




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*New!*

# Meats...wonderfully good for your small wonder

**Doctors like to add meat** to baby's diet early these days. For your small wonder needs the complete high quality proteins of meats almost as soon as he starts eating Gerber's Cereals, Fruits and Vegetables.

**So, Gerber's add meats** to a long list of good-for-baby foods. First-rate Armour meats, too! That's because we're always looking for the best ways to make baby's meals more nutritionally complete, completely good-tasting—and completely economical for you.

ARMOUR

**Ummmm, what meats—and what savings!** Beef, Veal and Liver—each with true-meat flavor and color. Ready-to-serve. No tiresome scraping. No wasteful loss of expensive meat. Yet Gerber's Meats (Strained and Junior) cost you so much less than home-prepared meats!

ACCEPTED COUNCIL ON FOODS AND NUTRITION AMERICAN MEDICAL ASSOCIATION

Gerber's
BABY FOODS
Fremont, Mich.



Babies are our business... our only business!

SPECIAL BABY WEEK EDITION

## Mothers Club News



Reported by
Mrs Dan Gerber
(Mother of 5)

**THE WELCOME MAT** is out to all you mothers of the Bib Brigade—coast-to-coast. So, c'mon, swap helpful hints and amusing baby stories via Mothers Club News. Baby Week seems like a good time to begin.



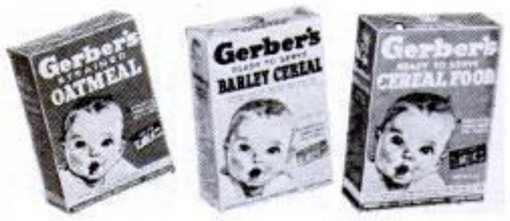

**HEALTH HINT:** To give your baby the right start in life be sure he has regular medical check-ups. Why not make a date with the doctor during Baby Week?

**ANOTHER MAN TO SEE** regularly: The grocer with a complete line of Gerber's Baby Foods! Babies go for True-Flavor Gerber's from Cereals through Meats. Your favorite store should have specially tempting displays this special-for-baby-week.



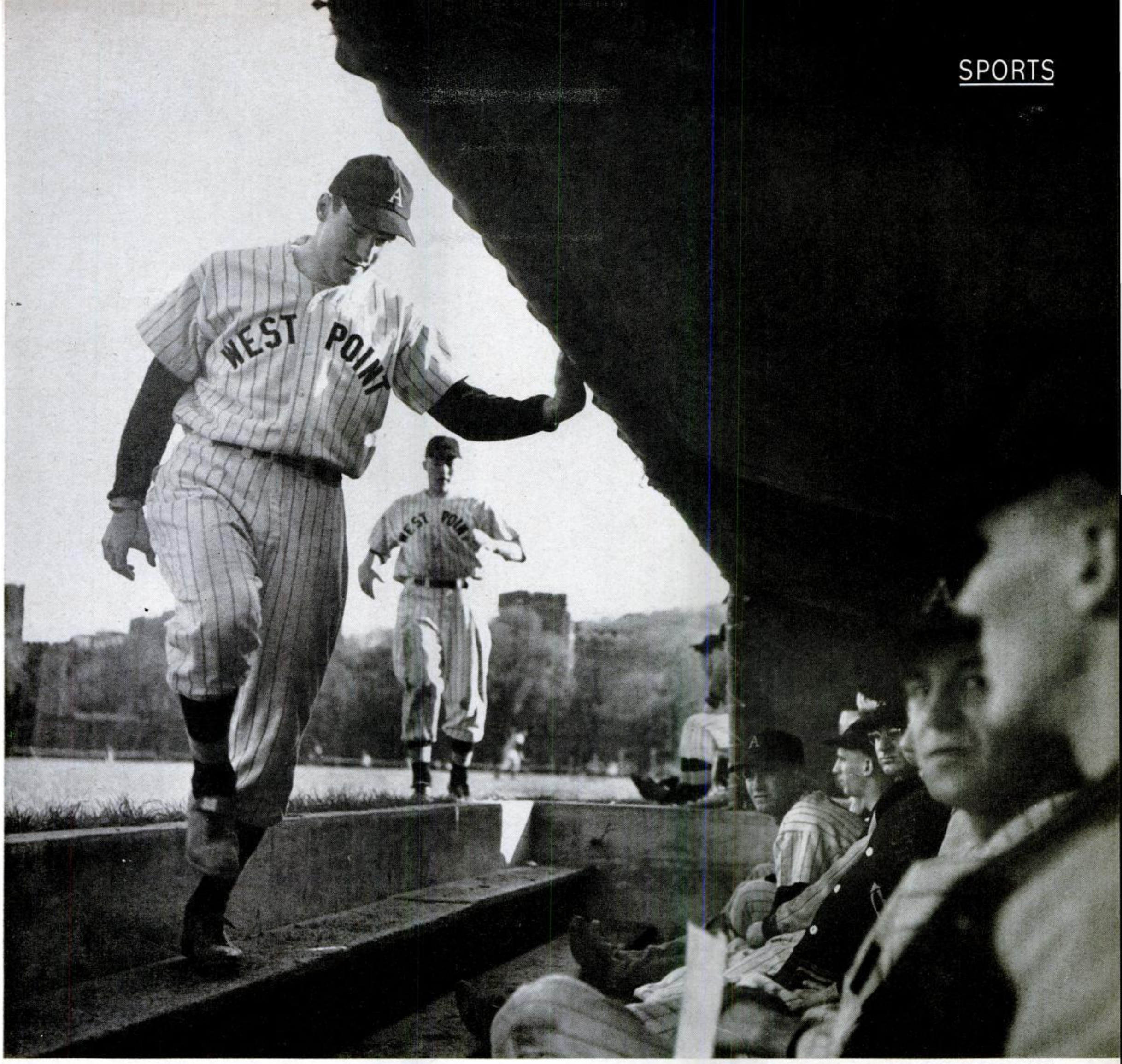

FREE VITAMINS

**FREE IRON** and other minerals too! Just send for samples of Gerber's 3 Baby Cereals. All ready to serve! Write to Dept. LF5-9, Fremont, Mich.






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LEAVING FIRST BASE POSITION, GALIFFA ENTERS DUGOUT TO AWAIT TURN AT BAT AGAINST WILLIAMS ON APRIL 20. HE HIT A TRIPLE AND SINGLE AS ARMY WON

# GALIFFA OF WEST POINT

## He has already won eight major letters and can raise his total to 11

The best all-around competitor in college athletics today is Arnold Galiffa (*cover*), a 22-year-old junior at the U.S. Military Academy. Galiffa has now won a total of eight major letters at West Point, including three in baseball (as a first baseman), three in basketball (as a forward) and two in football (as a quarterback). Barring injury, he will win another in each sport next year for a total of 11 letters. In West Point's modern history only one man ("Lighthorse" Harry Wilson, '28, who is now a colonel) has done better than that, and he had been an athlete at Penn State before entering the Academy.

Galiffa was also an 11-letter man in high school at Donora, Pa., where his father is the school janitor. A 6 foot 2 inch, 190-pounder, he used to work in a Donora steel mill. At one time he worked an eight-hour shift on four hours of sleep and used his other waking hours to play high-school baseball and run on the track team. "I had to quit the mill," he recalls, "when I passed out running the half mile one afternoon."

A strong 1949 candidate for the Sullivan Award, presented annually to the outstanding amateur athlete in the U.S., Galiffa could be a professional star in any of his three sports. For the moment, however, he has no career in mind but the Army. When he graduates in 1950 he expects to marry his home-town girl, who is a Donora telephone operator, and then get into aviation or the infantry.




**UNIFORMS** for basketball, football, baseball are displayed by Galiffa, who is wearing his fancy dress grays.

CONTINUED ON NEXT PAGE 

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# Amazing new folding umbrella. Guaranteed: ribs won't break!

• It's all in the frame—the beautiful jewel-like precision-built Marvel Double Rib Frame, that keeps its shape for life! Round, *double* ribs won't break. Rustproof brass joints.

Carry a Marvel umbrella in your handbag, suitcase or car glove-compartment. Handy 12-inch folded size opens in a jiffy to full-size protection. Handsome, convenient styles for men, too.

This umbrella is made on the genuine MARVEL Double Rib FRAME

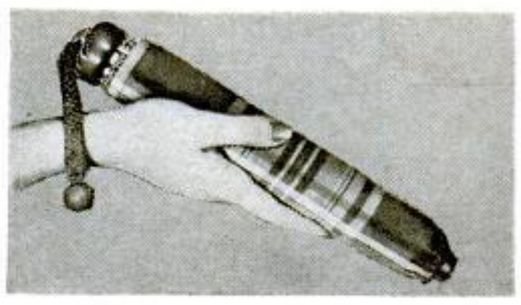


**Marvel Double Ribs** won't break. They spring right back into shape.



**Ordinary ribs** can bend out of shape, rust, break, cut the fabric.

*LOOK FOR THIS GOLD SEAL GUARANTEE!*



**PERFECT GIFT . . . Jewelled Brilliance**

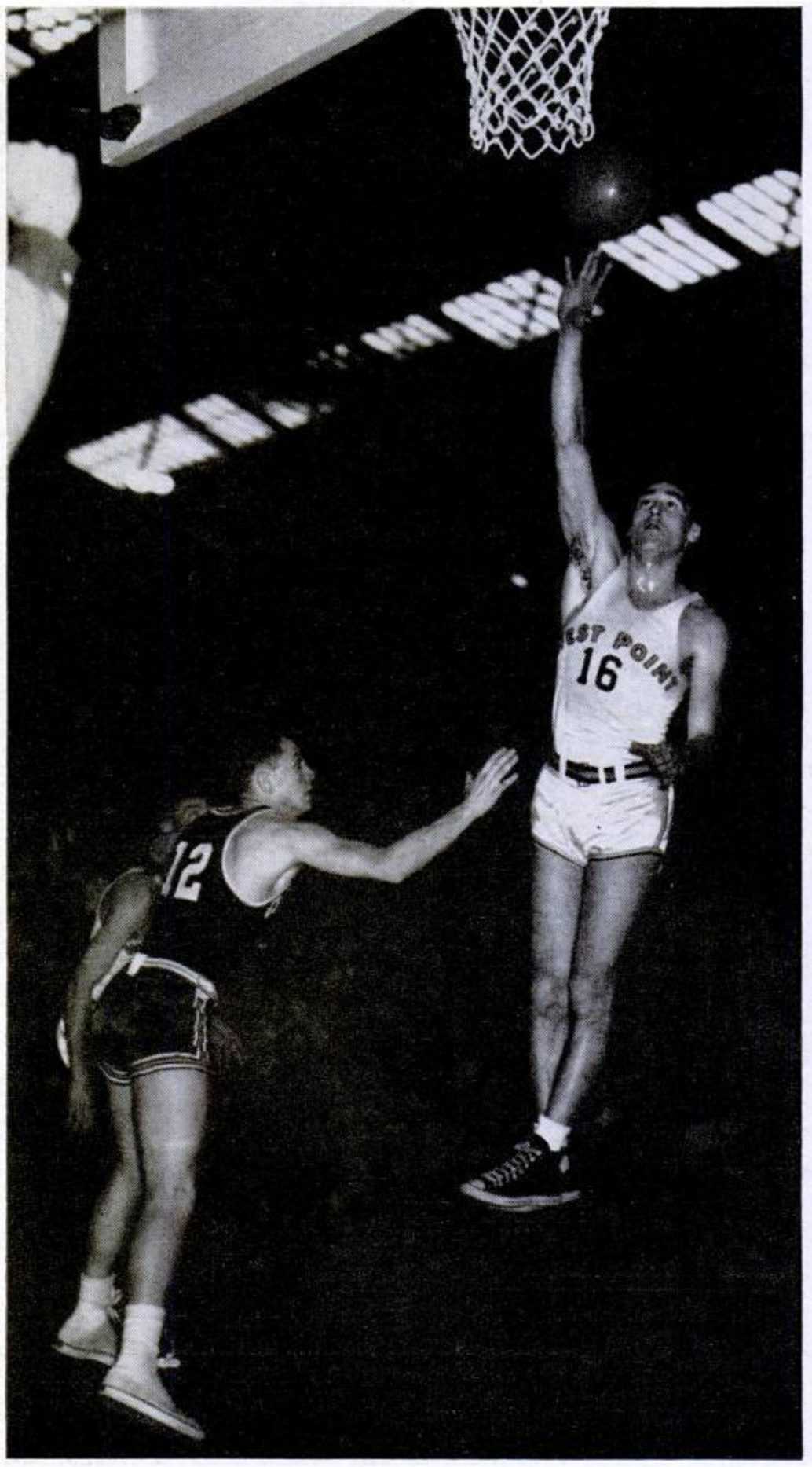
The Marvel umbrella in smart styles with silver or gold finish frame makes a wonderful gift for Mother's Day, Father's Day, June brides, graduates, summer travellers. At leading umbrella counters in U. S. and Canada.

*American Folding Umbrella Co., Long Island City, N.Y.*






**FOOTBALL'S GALIFFA** speeds around end in spring scrimmage. He carries ball infrequently, usually handing it off from his T-formation quarterback slot.




**BASKETBALL'S GALIFFA** scores a one-handed field goal against Colgate. For his own amusement he boxes, wrestles, swims, plays squash and tennis.



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# Its Quality Speaks Volumes




Glenmore's Kentucky Tavern is the only Bottled-in-Bond that has always been made by the same family in the same distillery for three generations . . . and the Glenmore distillery has made more Kentucky Bourbon than any other distillery. This unmatched experience assures you uniform high quality. That's why . . .

## KENTUCKY TAVERN

© Glenmore Distilleries Company, Louisville, Kentucky

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE

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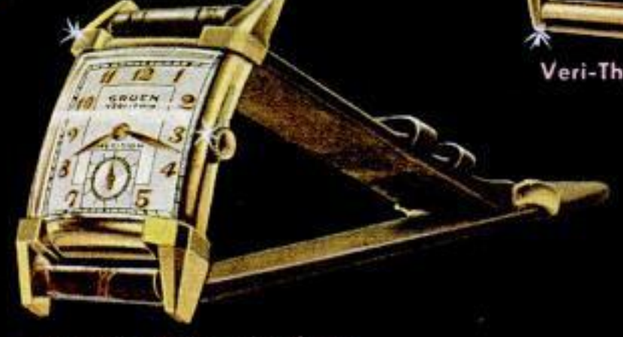
*on every graduate's mind...*







Veri-Thin Annapolis, $67.50



Veri-Thin Craftsman, $125.



Veri-Thin Barclay, $49.75



Curvex Citadel, $59.50

# GRUEN

THE *Precision* WATCH

GRUEN 75th YEAR

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# ...the gift of a Gruen watch

This is the hoped-for gift, the promised gift — the gift that *keeps* its promise. The name Gruen on the dial is a pledge of beauty that will endure long past this first bright milestone. It is a pledge of dependability, too, that will remain steadfast through the years. It matters not whether you choose the famous Curvex, with the revolutionary Curvametric movement, the beautifully thin Veri-Thin, or the self-winding Autowind. Your choice will be proudly made . . . proudly received, because every fine watch bearing the Gruen name is at the head of its class in watchmaking. $33.75 up, including federal tax. Gruen, the Precision Watch is the official timepiece of Trans World Airlines and has been "America's Choice" for three-quarters of a century. The Gruen Watch Company, Time Hill, Cincinnati, U.S.A. In Canada: Toronto, Ontario.

**For cherished gifts, consult your jeweler.**



Veri-Thin Pentagon, $67.50

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# MOTHER'S DAY, SUNDAY, MAY 8TH

Remember the one
who never forgets
—MOTHER

# Whitman's
## CHOCOLATES

**P.S.** A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

COPR. 1949, STEPHEN F. WHITMAN & SON, INC., PHILA.

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**NEW TV TOWER** is a $40,000 spike in Erie's sky. WICU, the only television station in town, is built on a gentle rise of land to give it a range of 40 miles.

# SMALL-TOWN TELEVISION

## Erie, Pa. likes its lively, brand-new low-cost station

Although a U.S. map of operating television stations still has a somewhat desertlike aspect, with most of the 61 TV oases clustered in heavily populated areas, a brand-new facet of TV's startling growth is just beginning to appear. TV stations are popping up in small communities where TV angels once feared to tread.

One of these is Erie, Pa., most of whose 134,000 people had never seen a television set. Erie's first station, built by an Erie newspaper owner named Edward Lamb and coyly titled WICU, opened early in March. Instantly it stirred up almost as much excitement as the great Mill Creek flood of 1915. Erie-ites flocked by the hundreds to inspect the tiny station, jammed appliance stores where TV wares were displayed alongside stoves and refrigerators and pestered the station manager to get their offspring on the air for amateur night (*pp. 104, 105*). Some just stood gaping in wonder at sets in store windows (*right*). One merchant brashly installed a set in his ice-cream parlor and immediately began to complain about the slow customer turnover.

WICU aroused a good deal of excitement outside of Erie too. Within a month of its opening it was already turning up surprises. With a single camera and staff of 12, Erie was getting at least two live local programs on the air six nights a week on a slim monthly budget of $10,800 (average 1948 monthly operating cost of most TV stations: about $45,000). More remarkably, it came close to breaking even the first month and expects to show a profit by June 1. So far WICU's product, although sometimes appearing ragged to big-city eyes, pleases Erie set owners. By the time they demand something better, thinks Station Manager Layman Cameron, WICU will be able to give it to them. On the next six pages LIFE shows how Erie is turning the trick.

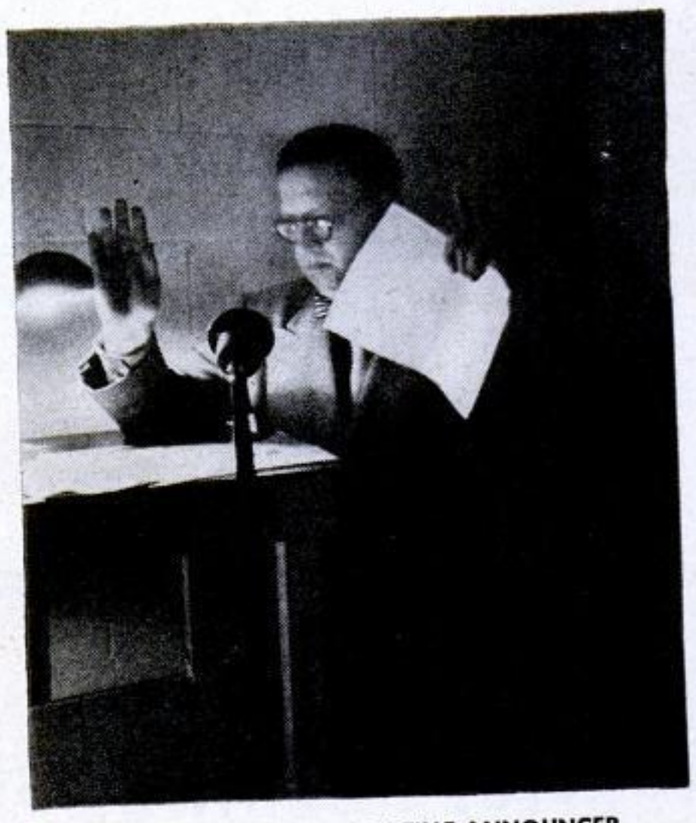


**THE WONDER OF TELEVISION** drops jaw of Dickie Osborne, 8, who watches program on store-window set. Glass reflects the image off TV screen.

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# TINY 12-MAN



MANAGER CAMERON IS PART-TIME ANNOUNCER



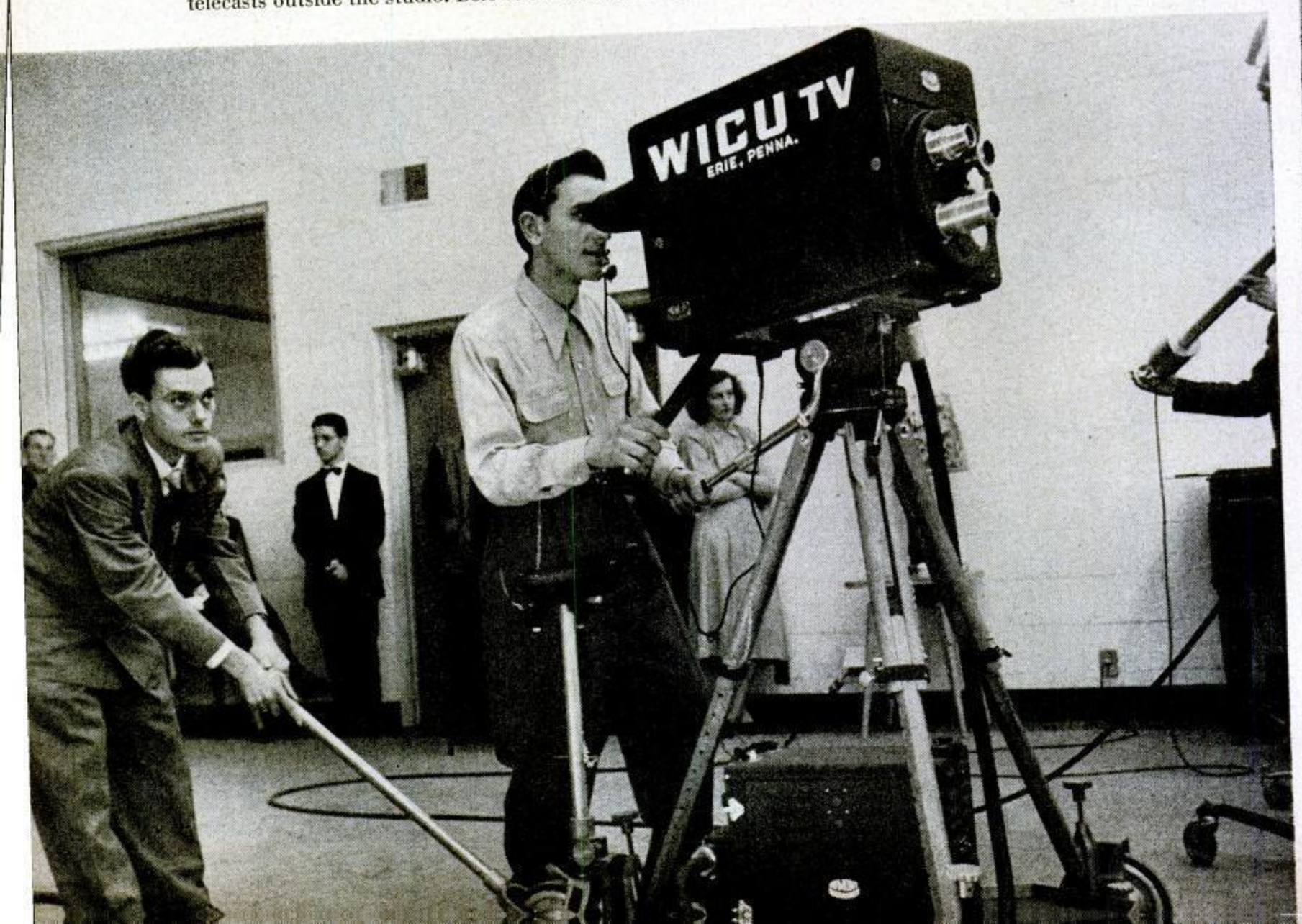
HE ALSO ACTS AS THE MASTER OF CEREMONIES



ON SCREEN HE PLUGS TIRES, CARS AND BEER



**ERIE'S NEW $300,000 STATION** (*above*), which had most of its equipment installed in six weeks, was carefully planned for later expansion. As the number of set owners in the Erie area and sponsored programs increases, a mobile camera unit will be added for live telecasts outside the studio. Below: the station's only TV cameraman Nick Luppino who, like most of WICU's personnel, had had no previous practical television experience, is dollied into shooting position. Says Station Manager Cameron, "We have deliberately chosen untrained people who won't say, 'This is the way it has to be done because this is the way we always used to do it.' "

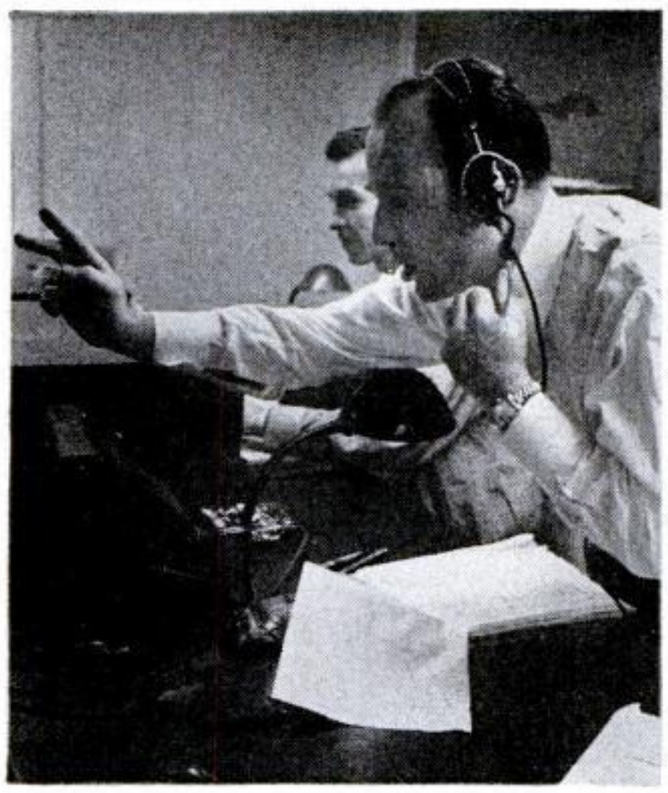



## STATION MANAGER

Layman Cameron runs Lamb's three radio stations. He is spark plug of WICU operating staff. Says Cameron, "We want to find out what the minimum market for a television station is. By starting small and building up to Erie's level, we should be the first in the industry to know it."

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# STAFF AT WICU DOUBLES IN BRASS, DOES WORK OF 24



PROGRAM DIRECTOR GOLD CUES THE ENGINEER



AD SALESMAN ROSSITER DEMONSTRATES A COMMERCIAL



SECRETARY PIPOLY OPERATES THE WICU SWITCHBOARD



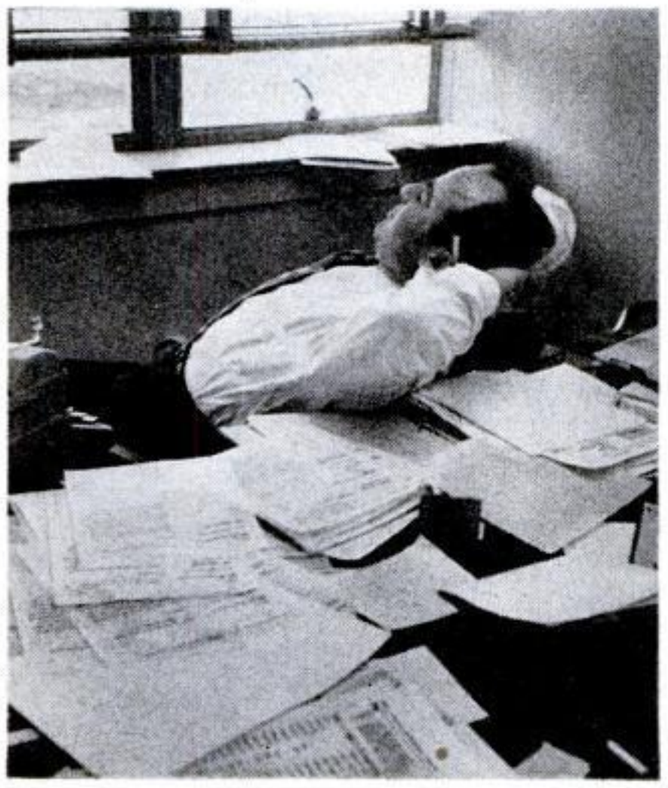
IN SPARE TIME HE LETTERS ADVERTISING CARDS



HE DRIVES AN AUTOMOBILE ON THE SET FOR A LIVE AD



SHE IS OCCASIONALLY CALLED UPON TO ADJUST LIGHTS



ANOTHER GOLD CHORE IS WRITING NEWSCASTS



IN OFF MOMENTS HE HELPS TO MOVE PROPS LIKE PIANOS



ON THE AIR SHE TALKS ABOUT FUTURE TV PROGRAMS

## PROGRAM DIRECTOR

Bert Gold, 31, had dabbled in radio and commercial film-making before he got his job with WICU. When Cameron found Gold once produced a minor TV show he set him to rounding up local talent for the amateur show. Gold drew sign-lettering job because he had once been sign painter.

## AD SALESMAN

John Rossiter, 30, is a good salesman with no previous TV experience. Like most of staff, he works at least 12 hours a day. To make sure his live commercials come off properly, he moves mikes and props himself, even appears in show. With sponsored air time steadily increasing, Rossiter thinks the station has proved it can sell nearly anything.

## STATION SECRETARY

Ruth Pipoly, 33, who has a husband and a small son, was hired as secretary to Station Manager Cameron. She soon found the job included being a switchboard operator, teletypist, make-up artist, prop hand and performer. She sees her son off to school in the morning, but her husband won't see much of her "until he buys a television set."

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# FIRST WEEK WAS A

WICU's opening week had everything but an elephant act. Between old movies (cackled one oldster, "I liked *Scandal in Paris* and *Wolf Call* best") and canned network shows, staff members interviewed citizens of all ages, put on live fashion shows, kids' shows and a chatty women's program featuring a lady columnist named Hy Yaple. The week wound up with the biggest show of all, an all-Erie amateur night. Almost every youngster in town who could sing, play the piano or put one foot in front of another



**ERIE'S BISHOP,** John Gannon, studies his speech before blessing station on opening night. A TV fan himself, he hopes to put on TV religious programs.



**EASTER ENSEMBLE** of Erie-made "high-fashioned, twin powder blue suits" is modeled by husband and wife who appeared on commercial for fun.

**← MAMMY SINGER PERFORMS WITH HIS FOOT IN A CAST**

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# ONE-RING CIRCUS

in time to music tried to get into the act. Inevitably one got himself up as Al Jolson (*left*), another pair did a deadpan adagio turn (*below*) and a remarkably mature 15-year-old went into a riotous operatic burlesque salvaged from her high-school "Varieties" (*right*). Erie-ites loved every bit of it. A farmer's wife who sandwiched TV programs in between getting supper and milking summed it up neatly for most set owners thus, "I tried to crochet once while I watched 'em, I soon saw that wouldn't work."



**ELISHA MACK,** 91, is interviewed by WICU Owner Lamb. Mr. Mack, who does not see or hear well, has evinced small interest "in newfangled things."



**CHILDISH ADAGIO** is danced by Nick and Joyce Garpetti, who were deadly serious about it. Cameraman had a hard time keeping small figures in focus.

**SCHOOLGIRL TESSIE DUNDON APES AN OPERA SINGER** →



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IN RECREATION ROOM SISTERS OF ST. JOSEPH GATHER QUIETLY TO WATCH ERIE PROGRAM. ON WICU'S OPENING NIGHT ONE SISTER GOT SO ENGROSSED SHE FORGOT TO

# TV SETS SPROUT ALL OVER TOWN

As they have in other cities, TV sets in Erie turned up in a number of unlikely places. The sisters of St. Vincent's Hospital (*above*) were so obviously pleased with a set lent them by a maternity patient that the hospital's Board of Trustees bought them a table model. One ingenious woman, whose set was in the dining room but whose built-in ironing board was in the kitchen, braced a big mirror against a door jamb so she wouldn't have to miss a program while pressing the family's clothes (*right*). Not all set-owning problems were solved as neatly

## TV COMES TO THE NUBER FAMILY



**SET PLACEMENT** is problem in the Nubers' living room. Nuber (*left*) finally settled for radio table. But Mrs. Nuber had to put the radio someplace else.



**TROUBLE STARTS** when the Nubers' youngest child Rita discovers the TV screen. Mrs. Nuber is constantly shooing her three kids to a safe distance.



**ADULTS AND KIDS GATHER** for what Mrs. Nuber now considers inexpensive entertainment. There are never enough chairs when company comes.



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RING RETIRING BELL AT 9, SISTERS STAYED UP TILL 11

as this. When 34-year-old Robert Nuber, a $70-a-week beer-truck driver, brought a set home his wife sent it back because she did not think the family could afford it. Later she relented but shortly discovered that the joys of owning a television set were only intermittent (*below*).



**AFTERMATH** of a TV session finds Mrs. Nuber wearily cleaning up the mess while her husband, who thinks television is wonderful, happily guzzles beer.



**GENEVA COOK IRONS BY FEEL WITH HER EYES GLUED TO TV PROGRAM REFLECTED IN MIRROR**



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# Now on television!

# SECRET WAR FILMS NEVER SHOWN BEFORE

## LIFE & TIME present to America

# GENERAL EISENHOWER'S

# "CRUSADE IN EUROPE"

BEGINNING THURSDAY,* MAY 5th, millions of television viewers will be able to see the first of a remarkable series of actual, on-the-spot films of the greatest war in the history of mankind.

These films bring back the suspense and heroism of the war years pictured for you in LIFE. Many of you helped make the history they record. But these particular films have never before been shown to the public. They were prepared especially for this television presentation.

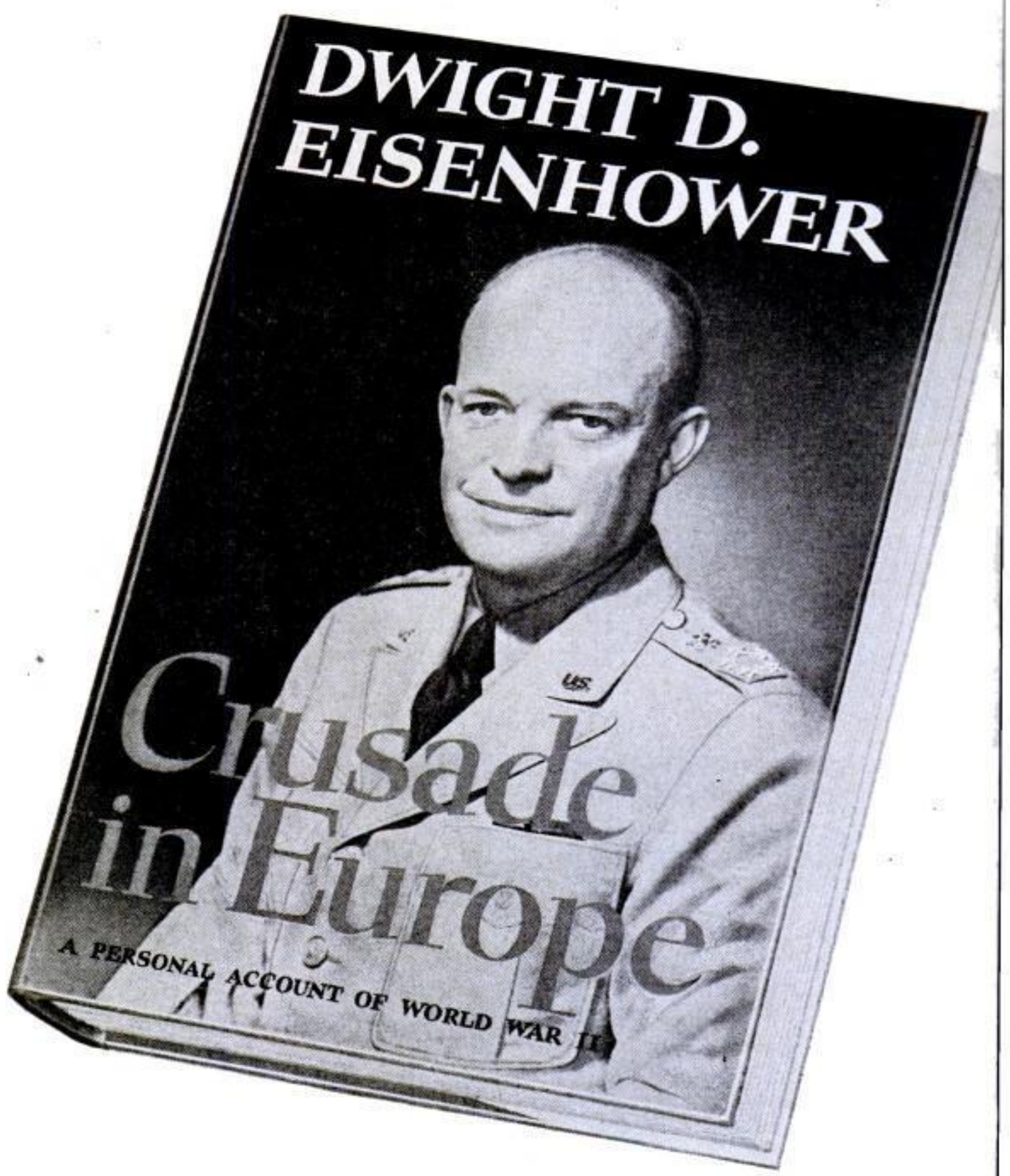
Together they constitute a rare document—including official film taken by our Allies, and by our own Army, Navy, and Air Forces—film from the captured archives of our enemies —and film from the secret files of hitherto inaccesible sources.

Collected and edited by the March of Time, here is the authentic picture of World War II as told by the man who guided and led the Allies to victory in their "Crusade in Europe"—General Dwight D. Eisenhower.

Critics who have previewed these films have acclaimed them as one of the greatest television events of our time—one which should add to America's understanding of history and of its own great future.

Don't miss this great and stirring document. Tune in your local television station every Thursday night,* beginning May 5th.

* Scheduled on different evenings in some cities. Please check your own newspaper for day of week and hour in your locality.







LIFE & TIME
THE WEEKLY NEWSMAGAZINE

# TELEVISION PRESENTATION

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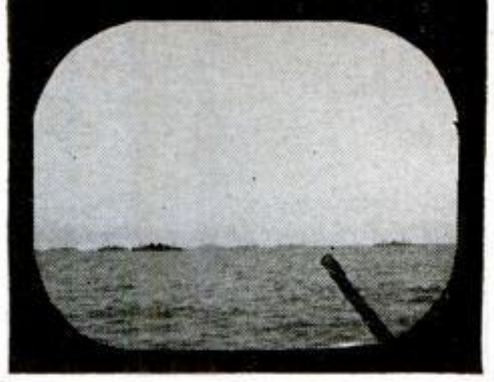
May 5—Prelude to War



May 12—Unpreparedness



May 19—America Goes to War



May 26—Platform for Invasion



June 2—Africa: Our First Offensive



June 9—The Campaign



June 16—Rommel Routed



June 23—Sicily: Operation Husky



June 30—Assault on Italy



July 7—Rise and Fall of a Dictator



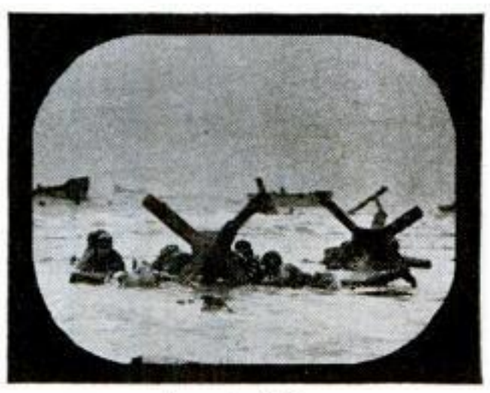
July 14—The GI: Hero of the War



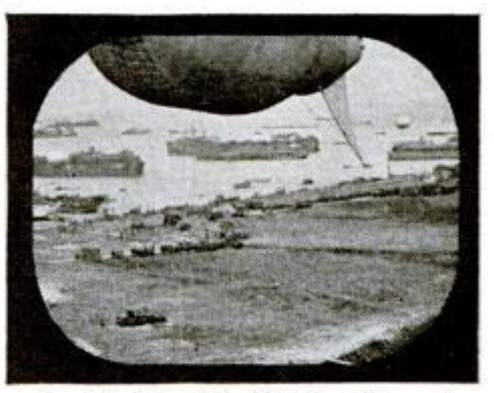
July 21—Victory in Italy



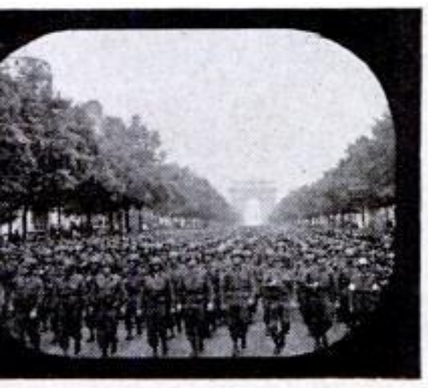
July 28—Preparation for Invasion



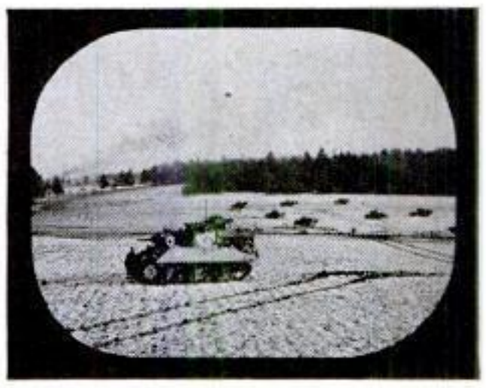
Aug. 4—D-Day



Aug. 11—Beachhead & Breakthrough



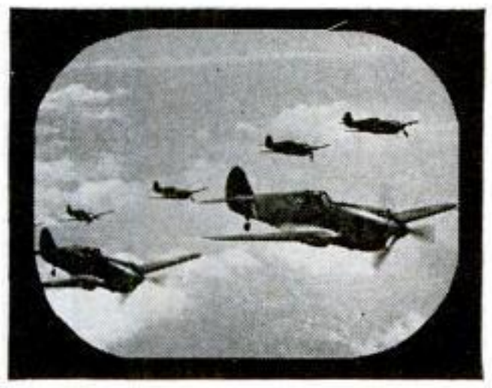
Aug. 18—Liberation of Paris



Aug. 25—Pursuit



Sept. 1—Battle of Supply



Sept. 8—The Air War



Sept. 15—The Battle of the Bulge



Sept. 22—Crossing the Rhine



Sept. 29—Collapse of Germany



Oct. 6—Victory's Aftermath



Oct. 13—A M G



Oct. 20—Russia

*. . . and on Oct. 27—A Review*

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"Stamped with blazing authenticity and power."

*Sam Lesner, Chicago News*

"If we didn't already have a television set we would rush out and hock grandpa's gold toothpick for the down payment on one . . . Like having a season pass to history as it happens."

*Don Foster, Chicago Sun-Times*

"Thrill-packed . . . For adults and elementary school bookworms, it's the most fascinating and timely exposure to knowledge yet presented."

*Frank Farrell, N. Y. World-Telegram*

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"May be television's biggest and proudest achievement."

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| **WBEN-TV** Buffalo | **WAVE-TV** Louisville | **KSD-TV** St. Louis |
| **WENR-TV** Chicago | **WMCT** Memphis | **KDYL-TV** Salt Lake City |
| **WLWT** Cincinnati | **WTMJ-TV** Milwaukee | **KGO-TV** San Francisco |
| **WEWS** Cleveland | **KSTP-TV** Minneapolis | **WRGB** Schenectady |
| **WLWC** Columbus, Ohio | **WNHC-TV** New Haven | **KRSC-TV** Seattle |
| **WHIO-TV** Dayton | **WDSU-TV** New Orleans | **WHEN** Syracuse |
| **WXYZ-TV** Detroit | **WJZ-TV** New York | **WSPD-TV** Toledo |
| **WICU** Erie | **WFIL-TV** Philadelphia | **WMAL-TV** Washington |

# STARTS THURSDAY, MAY 5

***9 P. M. New York Daylight Time.***

***See newspaper for evening and time in your locality.***

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GOOD DESIGN All the objects on this side of the picture above—toaster, radio, lamp, glassware, rail-section bookend (*lower right*), even the old Coca-Cola bottle—Designer Loewy finds pleasing to eye or touch. Some he styled himself. Brandy glass and egg he considers perfect.

# The Great Packager

## Industrial Designer Raymond Loewy translates passion for agreeable shapes into anything from trucks to toothbrushes. Result: beauty and big sales

by JOHN KOBLER

NO product designed by Raymond Fernand Loewy, the world's most successful industrial designer or packager, has ever been more studiously packaged than Loewy himself. An aloof, soft-voiced, exquisitely tailored and barbered man of French birth, Loewy devotes almost as much attention to his own external lines as to those of, say, the seal-sleek, chromium-and-glass Studebaker body, his most influential postwar design. At 55 his appearance is controlled, as the professional phrase goes, by Turkish baths, ultraviolet rays, calisthenics and diet. This self-styling has been a lifelong Loewy preoccupation. As a 22-year-old private in World War I he designed and cut his own uniform rather than go into battle wearing what he considered inferior army issue. He also established the best-decorated dugout on the Western Front. Amid bursting grenades and barrages of poison gas, he carpeted, draped and wall-papered it with soothing materials from Paris.

Though an unchallengeably masculine specimen with an impressive war record, Loewy does not hesitate to titillate his senses with feminine fripperies. He is one of the country's most aromatic males, being given to burning incense in his office and at home and consuming caseloads of perfume, scented soap, bath oil and skin lotions. He is probably the only man in the world who ever combined deep-sea diving with an olfactory thrill. For years he has enjoyed padding along ocean beds, peering at fish. Initially the pleasure was marred for him by the stench of oil from the pumping apparatus. He overcame this distasteful problem by mixing the oil with Chanel No. 5.

By making a career out of this urge to enhance his surroundings and beautify the objects of daily life, Loewy has become pre-eminent in industrial design. He has even been accused of inventing it, an indictment he deprecates as much as the quip that he and his leading competitors—Walter Dorwin Teague, Henry Dreyfuss and Harold Van Doren—have fomented more social unrest than Karl Marx.

Last year U.S. consumers bought more goods ($126.3 billion worth) than ever before in the history of the nation. Driving all these dollars to market are many stimuli which have nothing to do with pure need: the constant American urge to replace, the psychological compulsion to keep up with the other fellow's new car and radio, the endless blandishments of salesmanship. Behind all this looms the industrial designer, the man who creates the most important sales element in new products—their appearance. He shows manufacturers how to turn out products so much handsomer—and often so much more efficient—than existing models that the consumers feel frustrated until they own them. A blend of stylist, en-



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# POOR DESIGN

Overdecoration and "busy lines" characterize the poorly designed articles on this side of the picture. Some of them Loewy considers vulgar, some unfunctional, some just plain ugly. He made the selections from a group of objects which LIFE assembled for his appraisal.

gineer and poll-taker, the designer operates in the mysterious sphere of popular taste and prejudice. His tools are color, shape, texture. Few manufacturers would attempt to market as much as a hairpin without consulting him. "Between two products equal in quality, price and function," Loewy murmurs, in a ripe French accent, "the one that is esthetically correct is the one that sells." During the war he backed this credo by taking a dare from the late terrible-tempered George Washington Hill, president of the American Tobacco Company, that the Lucky Strike package could not be bettered. The terms were $20,000 down, $30,000 more if Hill liked the design. In 1941 Loewy dropped the advertising matter previously printed on the back of the package, making room back as well as front for the trademark, so that when smokers threw it away empty, no matter how it landed it would advertise itself. In 1942 he changed the package's dominant color from green to white on the theory that white has greater identity value. (The chrome in green dye being a critical war chemical, this also suggested to Hill the slogan, "Lucky Strike Green Has Gone to War.") Sales increased some 20%, and with his check for $30,000 Hill enclosed an autographed before-and-after montage of Lucky Strike packages which remains one of Loewy's most treasured mementos.

As founder and senior partner of Raymond Loewy Associates, a four-man partnership (not counting a fifth partner, who is the former Mrs. Loewy) with offices in New York, South Bend, Chicago, Los Angeles, São Paulo and London, Loewy has designed or styled hundreds of products for more than 300 clients to date. One rough estimate sets the total retail sales of all Loewy-styled products last year (for 125 clients) at $3 billion.

Out of the firm's retainers and fees—approaching $3 million gross in 1948—Loewy gets somewhat less than 50% of the net. The Loewy products range from the Firestone milk can, ball-cornered, stainless and bacteria-proof, to the output of the giant Armour and Co., including their hog cholera pills. It also includes the Studebaker car, the first postwar model to incorporate basic advances—greatly improved visibility, rear seats between instead of over the axles, black-lighted dashboard—and certain Lockheed Constellation interiors. Some of the Loewy Constellations have a gray-green color scheme supposed to eliminate airsickness. Loewy's services have even been sought by a builder of grave vaults. The great packager declined. "I cannot improve upon death," he said.

In many of the Associates' designs beauty is more than skin-deep. When the *Morro Castle* burned at sea with a loss of 134 lives, Loewy fell to analyzing nautical safety factors. The outcome was all-metal fittings from chairs to lamp shades, and they are now standard equipment in ships of the Panama Line. Later Loewy confronted the discomforts of the Greyhound bus. With Associate-in-Charge-of-Transportation A. Baker Barnhart, he rode hundreds of miles in buses, noting travelers' pains and aches, and conferred with an orthopedic surgeon. His new experimental Greyhound is a spacious three-level model with body-conforming seats, washroom, water cooler and clear-view compartment for the driver. In the same hardy spirit Loewy, a determined hedonist who normally rides in a custom-built, chauffeur-driven Studebaker, sat bouncing for hours behind the wheel of a 15-ton International Harvester trailer truck—to the ultimate benefit of truckers who now enjoy armrests, cross ventilation and support for their battered kidneys. Loewy's latest blue-chip client is the American President Line, which has three new 19,000-ton passenger ships building.

## Everything is streamlined

WHATEVER the product, it almost always comes out of the Loewy workshops streamlined, for he has developed streamlining far beyond the ideas of its originators. In aerodynamics, the science which examines the effects of air and other gases on solid bodies passing through them, to streamline means to reduce resistance by eliminating projections. This was formerly thought to be advantageous only in bodies moving at high speed. But to Loewy the concept reflected the inherent harmony of the universe. "It satisfied one's craving for tidiness and simplification," he says, "and even if streamlining accomplished nothing else, it was justified."

The Associates' most thoroughly streamlined customer is the Pennsylvania Railroad. Loewy started in 1934 on the locomotive, whose flanks bristled like a wart hog with some 2,000 rivets. He constructed a 30-inch clay model, a procedure which enables the designer to test modifications in three dimensions as quickly as they occur to him, and demonstrated how a locomotive could be welded instead of riveted into a smooth, polished unit. The company spent $18 million building 57 of them to his style specifications. In 1936 he went on to streamline the rest of the train, not overlooking

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such nice details as whether the coffee cups in the dining car would spill. He perfected a nonspill cup with a steatopygous base after setting models on a rocker that oscillated at the same rate as a train and measuring the spillage to the last centigram. Passenger traffic on the improved trains increased 37% within the year. (The railroad was somewhat chagrined, however, to find that most of this increase seemed to be at the expense of other, un-Loewyized trains.) The next railroad problem he weighed was the hazard to locomotive engineers caused by smoke in their eyes. Studying his mock-up in a wind tunnel, he added a horizontal fin behind the smokestack that prevented smoke from fanning out before it passed the engineer's cab. Finally he gave the inside of the Long Island terminal a face-lifting.

Another principle which has become as much a Loewy hallmark as streamlining is "tumblehome." Tumblehome shapes have been replacing the heavy, squat style of the '30s which itself replaced the sharp, quasi-Gothic popular in the '20s. Originally a shipbuilding term used to describe how a ship's sides slope inward (they are said to "tumble," or fall, "home"), tumblehome design creates lines which, if continued, would converge in an imaginary point, as a ship's sides would. In the Studebaker, Loewy has worked in the tumblehome principle in the slant of the windshield, the center pillar and the rear window.

Some problems presented to designers, like the Long Island terminal and a fat woman's figure, are only partially soluble by streamlining or tumblehome. Fortunately these are few, and Loewy's designs often bring his clients spectacular returns. This does not astonish Loewy. "It is a poor designer," he says, "who cannot save his clients more than the fee they pay him." He concedes that style alone can accomplish this with even technically shoddy products. In an economy dependent upon replacement markets a product deliberately designed to carry the seeds of its own obsolescence is no rarity; Loewy considers the idea unspeakably immoral. "No reputable member of the profession," he testifies with asperity, "would offer a design that was less sound than he could make it within the limitations of cost, available materials and public taste. In fact his aim is a design that the manufacturer can use for years without retooling his plant. Improvement, not obsolescence—obscene word! Some products, to be sure, have already progressed beyond improvement. It is hardly possible, for instance, to improve upon the sewing needle. But there is no likelihood of economic collapse through perfection. Perfection cannot be attained overnight. One must always stop and think how much newness the public will accept. We go as far as we can short of the buyer's resistance point!"

Thus Loewy claims to be not a revolutionist but an evolutionist. He intends to adapt rather than reform. A classic illustration is the Schick electric shaver which the Associates took on in 1939. Although it then outsold all its competitors in the shaver field, its physique lacked the right connotations, as the Associates say, to make it sell even better. It was maroon-colored and Mae West-shaped, and many of its components—starting wheel, head screws, hair-catcher—stuck out all over it without affinity for each other. Associate-in-Charge-of-Products Carl Louis Otto, since resigned, to whom the operation was entrusted, diagnosed the patient's trouble as follows: "Maroon doesn't connote the cleanliness people want in a toilet article and broken surfaces don't connote the modernism they want in virtually everything."

"We advised ivory white," Otto recounts. "It's not only aseptic, but it reads well. Then we began reducing the external lines to an essential statement—an integrated, glossy-skinned monolith that would say 'shaver.'" After drawing tentative sketches Otto committed the ones he, Loewy and Schick favored to the usual modeling clay mock-ups. The offensive components were recessed and the body attenuated to a graceful airfoil of which the plug, hitherto a mere afterthought stylistically speaking, was redesigned to form an integral part. The trademark, a bull's-eye, Otto inset just below the head as a convenient thumb rest. To minimize the danger of slipping in wet hands he treaded the entire casing.

Later Schick decided to market a two-headed shaver and Otto bent again to his drawing board. The challenge here was to absorb the added bulk without coarsening the overall contours. He met it by abolishing the treads on one side. At the same time the Schick became asymmetrical. The plastic shells that join to form the casing were cast in slightly unequal dimensions, a subtlety which Otto figured would please the eye.

The humble toothbrush would not seem at first glance to provide much scope for the Associates' art, but when Pepsodent in 1940 commissioned them to style one, they managed to come up with a few new wrinkles. "There were several constants or creatively limiting factors," Loewy explains. "The handle had to fit the smallest rack in general use. The size was determined for us by Pepsodent's research staff. Also the handle had to have a hole large enough to fit many types of hooks, because there are users, especially in farm communities, who prefer to hang their toothbrushes head down instead of sticking them in racks. Some manufacturers forget these little considerations and so restrict their own market. Other constants were the size and number of the bristles, which dental experts figured out, and a length of handle which would be most comfortable to the average grasp. Altogether we were left with perhaps three variables—shape, material and color. For gracefulness we bent the head slightly, rounded all edges and pinched the body in at the waist. We chose a transparent plastic for its clean look, and a series of six sharply contrasting colors so that every member of a fair-sized family would be able to remember which was his or her toothbrush. Durability was not an important factor since a toothbrush should be replaced at least once every three months."



**LOEWY'S HOMES** are studies in his art. His New York penthouse, in which he is shown above with his second wife, Loewy describes as "an experiment in textures." He designed his four-room winter home in Palm Springs, Calif. (*below*) as "a study in light and color." Its main features are a swimming pool which meanders into living room and a skylight to provide moon illumination at night. He has four other homes, three of them in France.



More recently the Associates have ventured beyond products themselves into the media that distribute them. They function the country over as business doctors or retail planners, to use their own term. This is the particular province of Associate William Snaith. When the New York department store, Lord & Taylor, projected a suburban branch in White Plains, Snaith worked on the blueprints as consultant architect.

For merchants with sluggish inventories Snaith dips into a bottomless bag of sales tricks. His theory of "contagious selling" proved a bonanza to a Buffalo emporium. It called for a sales counter in the window, practically out on the sidewalk. The sight of others buying lured hundreds of passersby inside. Soda jerks in a chain store found that their daily tips had jumped from 60¢ to $2 after the management, at Snaith's suggestion, dressed them in gold-buttoned uniforms.

The nerve center of these protean activities is the New York office, which occupies the top story and penthouse of 580 Fifth Avenue. Here, amid a welter of drawing boards, modeling clay, flow charts and sample gadgets, Loewy's partners, whose average age is 43, generate more creative heat than even their large clientele can assimilate. The surplus finds

CONTINUED ON PAGE 114



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# Sanka Coffee

*Real coffee with the worry taken out. Drink it and sleep!*




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## THE GREAT PACKAGER CONTINUED

an outlet in extracurricular exertions which give the office an atmosphere something between that of an arts-and-crafts guild and a high-toned jamboree. The employes, who run to pert, shapely girls and dapper men, include amateur musicians, painters and sculptors, chess players, collectors, model builders and inventors. Most of them usually have some elaborate private projects simmering. Several of them fabricate nameless musical instruments out of odd scraps of wood and metal and tootle on them during spare moments. To prime their own morale they redecorate the place every year. Serious work proceeds to the accompaniment of radio entertainment, and the diversity of tastes requires 12 different sets. Practical joking is chronic. One of the draftsmen installed a panel in the dashboard of his car that flashes "Tilt!" in red letters when he goes around a corner. At frequent intervals the staff throws a party, with a swing band composed of house talent. At Christmas they stage a rowdy satirical revue. The traditional butt is Loewy.



BUS BY LOEWY

From his plushy office in the penthouse the senior Associate beams upon this exuberance with the air of a proud parent among high-spirited prodigies ("Such *élan*, such polish!" he once boasted to an outsider. "They are incapable of committing a vulgarity"), but he seldom joins in it, being ridden with self-consciousness. Hearty sociability, the ready wisecrack make him uneasy. His partners address him as "Mr. Loewy" and he habitually addresses them by their surnames. At a business stag party he was compelled to attend Loewy, too inhibited to contribute to the merriment, turned in solemn despair to one of the Associates. "Please," said he, "say something funny."

Loewy's self-packaging is not dictated purely by vanity; it is also an application of esthetic doctrine to the human machine and its casing. The double chin, the bay window and the sprung rump outrage his deepest sensibilities, and in his own person he maintains the trimness of an actor. He somewhat resembles, in fact, Ronald Colman. He has wavy iron-gray hair, a mustache barbered to a brief black brush, hazel eyes and a thin mouth normally set in an expression of benevolent irony. He stands 5 feet 11 and weighs at his fittest 162 pounds. The faintest tremor of the bathroom scale above 162 causes him to diet violently. His formula is simple: he stops eating until he has regained his optimal measurements. For muscularity and general health he has successively tried, in addition to setting-up exercises, fencing, boxing and hiking. His interest in physical action, however, is mainly therapeutic. He shares none of the native American's enthusiasm for organized spectator sports. A colleague recalls with joy the time Loewy asked him, "What is a Dizzy Dean?"

A "Best Dressed Man" of 1941 and a perennial nominee for Man of Distinction, he has accumulated a wardrobe of about three dozen suits, featuring such sartorial confections of his own creation as hand-stitched cuffs and tuxedo lapels three-quarters reversed in satin. He changes his clothes at least three times a day. A typical medley is a sky-gray double-breasted suit, silvered necktie and salmon-pink shirt. He smokes cigarets in a solid gold holder. "Raymond," says another colleague, "is the complete sensualist. Anything that feels good, smells good, looks good—that's his dish."



STUDEBAKER BY LOEWY

But behind his serene exterior Loewy is restless and insecure, a prey to conflict between an innate timidity and the extroversion demanded by big-business negotiations. He has numerous admiring acquaintances but no intimate friends. His satisfactions are sensory and fleeting and they require grandiose trappings. He owns six homes, scattered between California and the Riviera, but he spends no more than a month or two at a stretch in any of them.

In New York, Loewy and his second wife, a young and beautiful ex-model, live in a glittering five-room apartment off Fifth Avenue. As winter sets in they scurry to Palm Springs, Calif., where Loewy built a house in the desert with an amoeba-shaped swimming pool that meanders into the living room, to the confusion of arriving and departing guests who sometimes tumble into it. On one occasion when this happened Loewy, ever the thoughtful host, relieved his guest's embarrassment by jumping in fully clothed after him. A

CONTINUED ON PAGE 116



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**®Polk Miller Products Corporation.*




**Sergeant's* DOG CARE PRODUCTS**



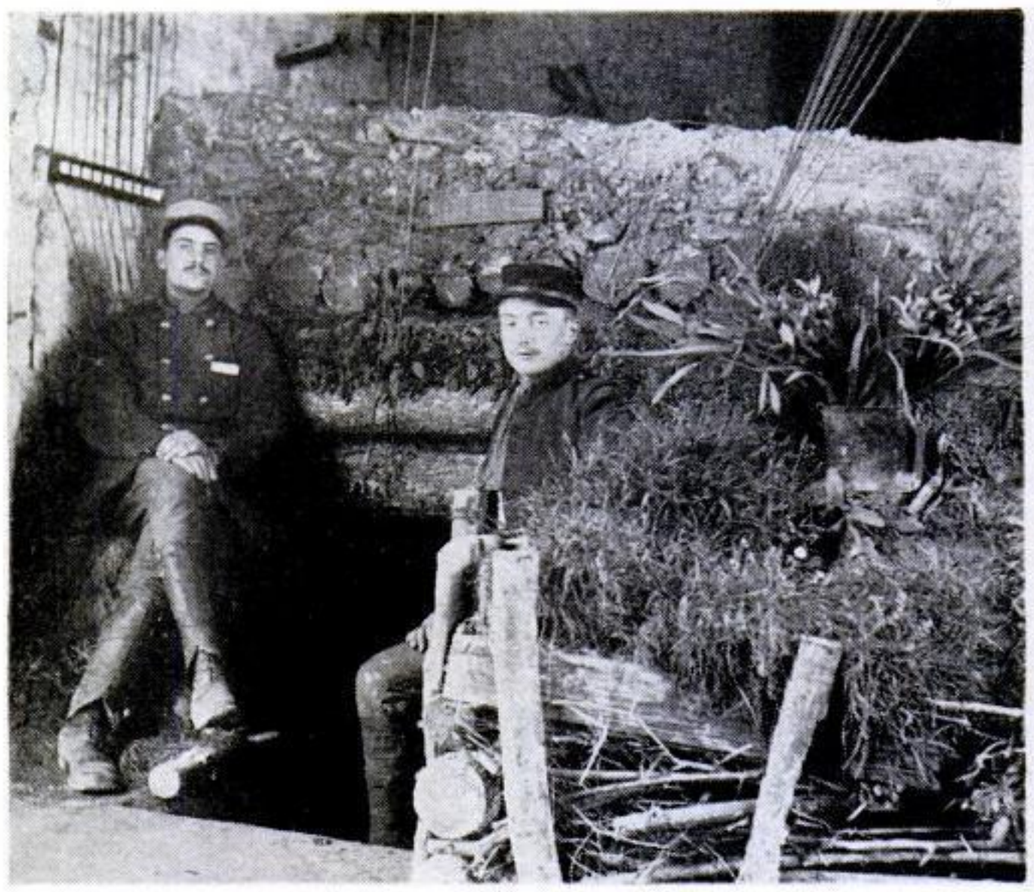
# Pick of the field-

That's Southwate . . . the new, stay-fresh summer suit! Your Southwate won't sag, bag or drag. It's a new blend of fine worsted and mohair, made whisper-light by exclusive Fluid Tailoring. Southwate is cool. Southwate is crisp. Southwate is fresh. It stays that way on the hottest day. Pick of the field at

**$49.50**

**Southwate®**
by Schloss Bros. & Co. and Kerry Keith
MAKERS OF FINE CLOTHES SINCE 1877

For name of nearest dealer, write Schloss Bros. & Co., Inc., Balto. 1, Md.
*New York Office, 220 Fifth Ave.*

**WORLD WAR I DUGOUT** was one of first ventures Loewy (*left*) made in decorating field. He draped interior in soothing tones to offset clamor of war.

## THE GREAT PACKAGER CONTINUED

manservant capped the gesture by serving champagne to both of them where they stood. Part of the summer Loewy commutes by car to the New York office from an Early American mansion on Long Island, built by the original Captain Sands of Sands Point. The remainder of the season he divides between a villa on the Riviera, a Paris apartment and a 16th Century manor near Paris. This last retreat, known to historians as La Cense, is Loewy's favorite. Once inhabited by a mistress of Henri IV, it stands amid 80 acres of some of the most majestic forest scenery in France and abounds in game birds. The hunting itself, however, is not what charms Loewy, although he bows to the tradition of La Cense by togging himself out in peaked cap and gaiters and shouldering a gun. What he really enjoys is just ambling through the estate in a seignorial mood, with two Irish setters, by name Gloucester and Tweedy, at his heels. "He generally bags a pheasant or two," a frequent guest at La Cense reports. "A Frenchman has to bring back something, you know, but mostly he's out for the atmosphere."

"Functionalism" is a term that crops up in Loewy's conversation as often as "streamline," but visitors to any of his establishments who expect to find the strictest supermodern functionalism are likely to be bewildered, for he gives the term a paradoxical interpretation which opens the door wide to random decorative caprices. "After all," he argues, "one of the functions of functionalism is appearance. Mere usefulness as an end in itself produces aridity." Accordingly, after due attention to such up-to-date contrivances as chair-side switch panels that control all the electrical paraphernalia in the room, guided light beams and dust-flow moldings, he favors familiar and even old-fashioned embellishments. There are walls covered with Victorian valentines and antique package labels, illuminated conch shells, figurines in bisque, China and papier-mâché, Oriental shrines and dragons.

### Society depresses him

LOEWY is now and again identified by the gossip columnists with "international cafe society." In reality society in the mass, whether international or local, depresses him, and while he is a sporadic nightclub patron ("As an accent on life," he says), he prefers puttering quietly at home. A perfectionist, he can devote hours to the placing of a settee or the hang of a curtain. A gourmet and a talented chef, he likes, diet permitting, to concoct intricate dishes.

A few years ago Loewy began collecting modern art and now owns 30 canvases, among them a Picasso, a Pissarro and a Miro. To one item, a reproduction of a race track by Raoul Dufy, he has characteristically assigned a quasi-functional position on the wall. It is hinged at the side and when swung back discloses a television screen. The latest acquisition is a curiosity by a Flemish modern named Kermorver which, despite his fondness for it, is discreetly hung in a closet. It depicts a wedding party posing for the photographer, a conventional subject except for the bride and groom: they are naked. When he purchased the painting abroad, he was warned that U.S. Customs would never admit it. So he purified it

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*"I was curious...*

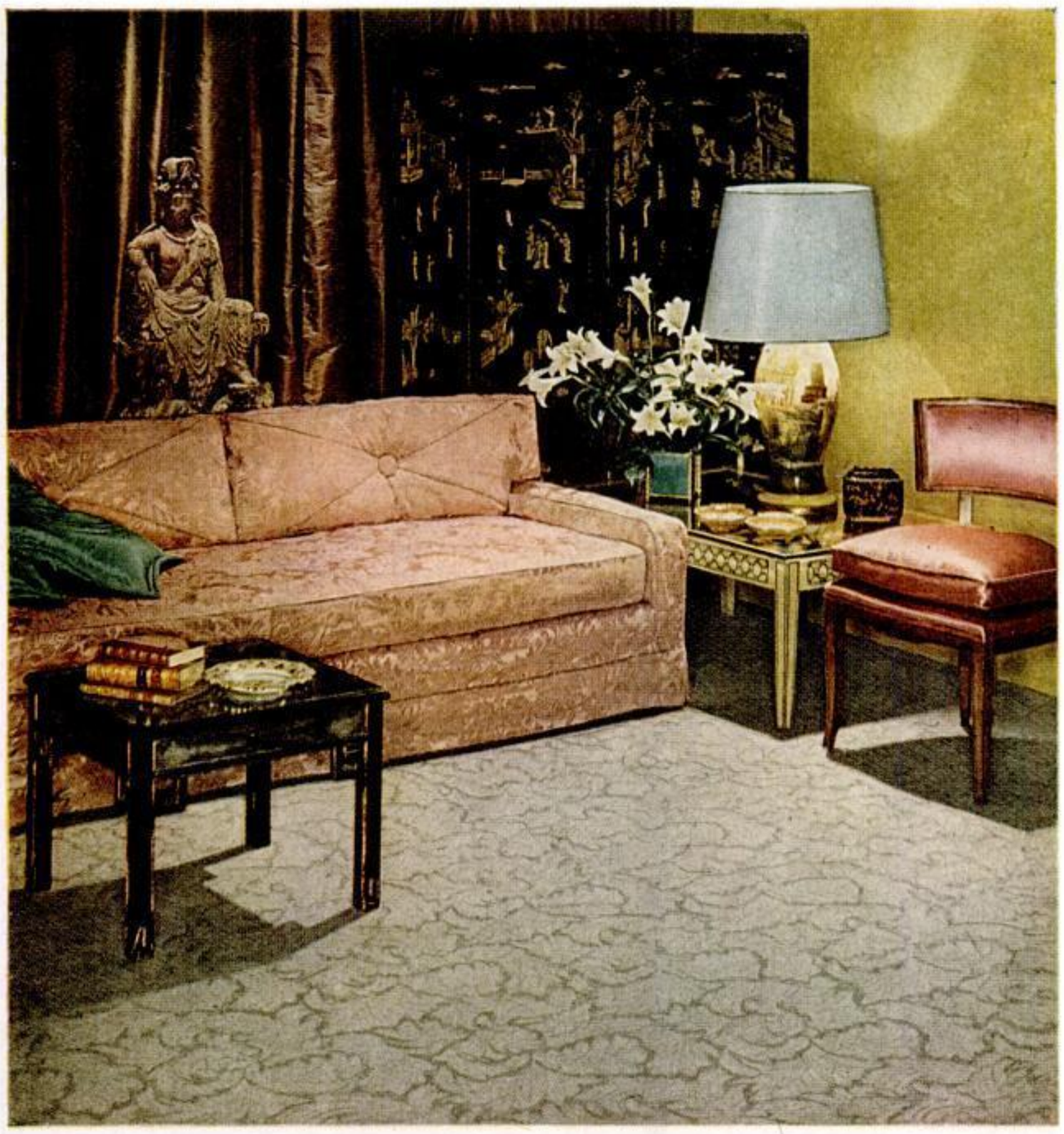
*I tasted it...*

*Now I know <u>why</u> Schlitz is...*

*The Beer that made Milwaukee Famous!"*

© 1949, Jos. Schlitz Brewing Company, Milwaukee, Wisc.

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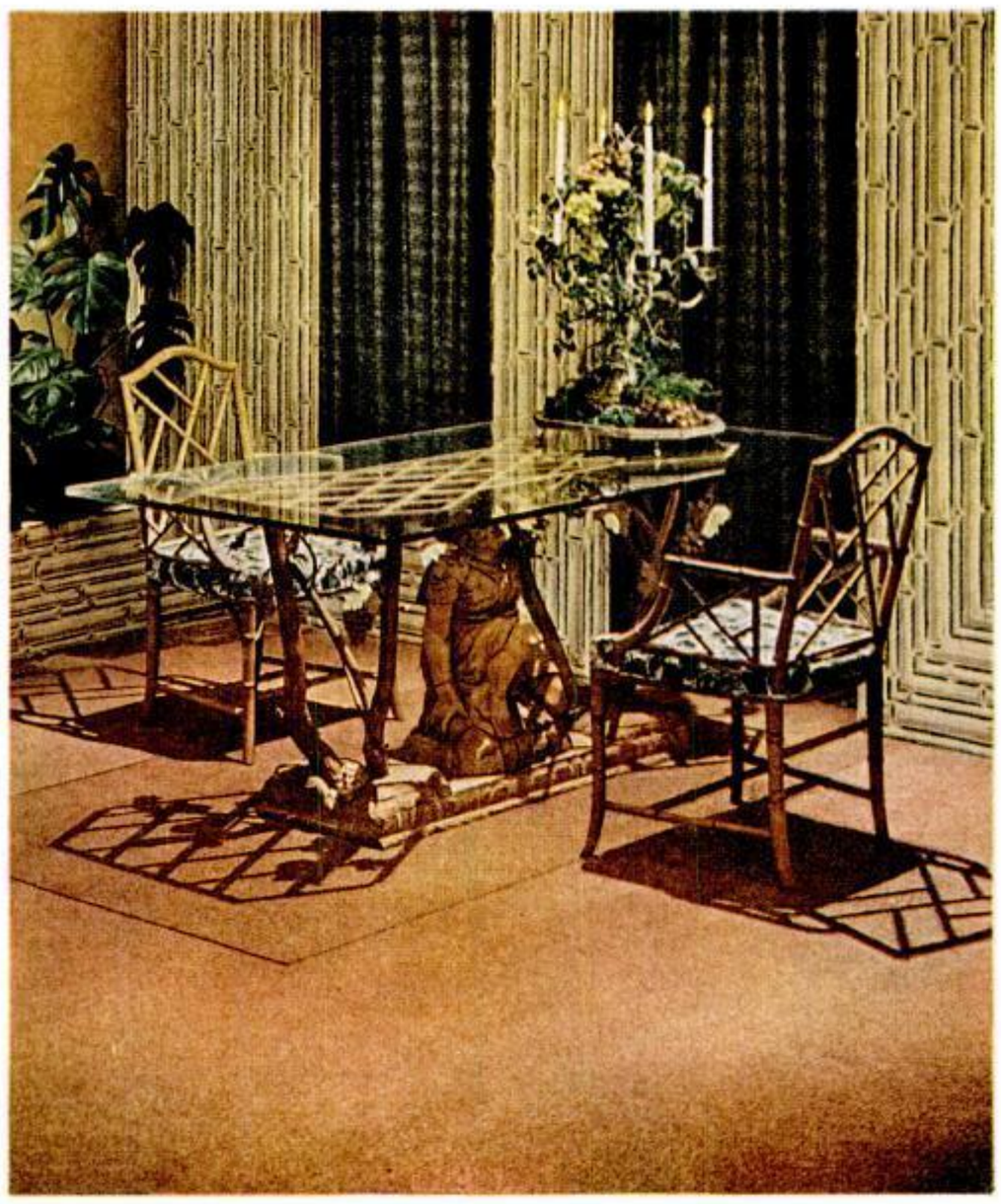
# What's your idea of the perfect carpet?

*Find it at beautiful-carpet headquarters—your Bigelow dealer's, today!*

BIGELOW Rugs – Carpets SINCE 1825

HONESTLY, haven't you an old "has-been" carpet in your house? One you'd love to replace with a really wonderful-looking new Bigelow Carpet?

*Do* something about it—now! This very afternoon, rush to the man with the *best* carpet buys—your Bigelow dealer. You'll love the answers he has for all your carpet problems. For instance...



**Are you fussy about design?** Good! Then you, *especially,* will appreciate the wide, inspiring choice Bigelow offers! Contemporary and traditional patterns for *every kind* of good taste! Colors that will stir the decorator in your soul! Textures you'll want to run your fingers through!

**Above:** Contrasting textures weave a graceful pattern in Bigelow's Serenade 6910-47. About $14.95 a sq. yd.*

**Timid about price?** Fine! You may have seen *some* Bigelow aristocrats price-tagged as high as $18.95 a sq. yd. *But,* did you know that prices begin at a gentle $5.95? Other Bigelow beauties at $7.50 . . . $9.95. And in *every single* price range, there are ever-so-many ever-so-desirable styles to choose from.

**Right:** Bigelow's Glentwist 94333—its texture "set" with Bigelow's Permaset process. Happy-medium priced at about $10.95 a sq. yd.*

For name of your local Bigelow dealer, call Western Union by number. Ask for operator 25.



**Insist on the best quality?** Excellent! Because superb quality is one of the main reasons why so many smart women insist on Bigelow Rugs and Carpets. No matter what you pay, you're sure of the finest imported wools, blended for maximum beauty and strength...treated to hold the wool's natural springiness-underfoot through a long, lovely lifetime even under hardest wear.

**Left:** Bigelow's Beauvais 1824. Only one of *many* delightful patterns in this popular carpet. Around $9.95 a sq. yd.*

*Slightly higher in the West

LIVELY WOOL SPRINGS BACK UNDERFOOT

**Bigelow**
**Rugs and Carpets**

*Beauty you can see...quality you can trust...since 1825*

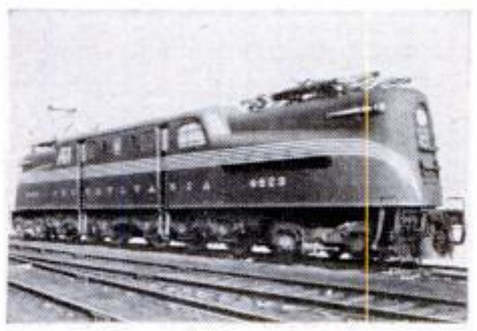
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## THE GREAT PACKAGER CONTINUED

for the trip by pasting Scotch tape over the more realistic details and painting over that.

For his esthetic perceptions he feels indebted to his father, Maximilian Loewy, Viennese by origin, cultivated, visionary and improvident. In France, where the elder Loewy grew up and married, he became a noted financial writer. Driving ambition and shrewdness are traits that were nurtured in Raymond Loewy by his mother, a hardheaded woman of solid French provincial stock, who constantly admonished him, "Far better to be envied than pitied." People who have known Loewy a long time attribute his emotional conflicts to these disparate boyhood influences.

His first glimpse of the world was an unstreamlined but impeccably appointed apartment in Paris' Opéra district. There were two older brothers, both of whom have also developed into substantial American citizens: Georges is a surgeon, Maximilian Jr., a banker. Early in life Raymond was smitten by the brave new beauty of trains, planes and automobiles, and he filled his schoolboy notebooks with sketches indicating refinements. "I always believed," he says, "that society could be industrialized without becoming ugly, and this has been my ruling philosophy." At 12 he edited, published and distributed at irregular intervals a magazine, *Le Journal de Plombières*, filled with his own technical drawings (price: 10 centimes; circulation: 6). Each issue was stamped "foreign rights protected." At 15 he won the J. Gordon Bennett medal, an international award for the model airplane that stayed aloft longest. His entry, a monoplane with rear propeller, flew one minute before landing intact in the Bois de Boulogne. To foster this aptitude his parents sent him to a junior college specializing in mathematics, then to another which groomed advanced students for the government school of engineering. But the war intervened.

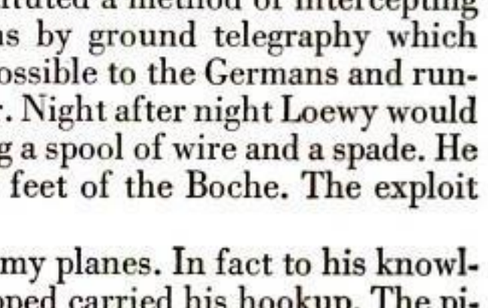


STYLED BY LOEWY

The 8th Engineers, however, provided him with a rich variety of practical training. They had instituted a method of intercepting enemy intertrench communications by ground telegraphy which involved burying wires as near as possible to the Germans and running them back to a French receiver. Night after night Loewy would snake across No Man's Land hauling a spool of wire and a spade. He once planted his rigging within 12 feet of the Boche. The exploit won him the Croix de Guerre.

Later he installed radio sets in army planes. In fact to his knowledge the first French plane so equipped carried his hookup. The pilot was a young heavyweight boxer named Georges Carpentier. (In World War II, Raymond Loewy Associates suggested to the U.S. War Department more than 50 solutions to military problems, including antisuction boots for muddy terrain and a field hospital that could be parachuted behind the lines in sections. Mindful of the metal shortage on the home front, they also designed under their own patent a paper lipstick holder. The manufacturers sold over 40 million of them.)

Loewy was severely burned at Reims when he blundered into a cloud of yperite gas. His life was saved by an American ambulance driver who sped him through the combat zone to a hospital. The driver rejoined his own unit before the patient came to and could thank him and for months Loewy tried in vain to trace him. The episode engendered in him an abiding affection for Americans.



SHAVER BY LOEWY

He emerged from the war with a captaincy, seven decorations and no money, both his parents having meantime died insolvent. Unable to resume his engineering studies, he cast about for a livelihood. Brother Georges, who had already gone to America, obtained the promise of an opening for him in the General Electric research laboratories under the great Steinmetz. It was a pregnant opportunity and Raymond, still wearing his captain's uniform, which was the only clothing he possessed, hopped a transatlantic liner. But in mid-ocean his interest was diverted.

The hat was passed for seamen's widows and orphans. After paying his passage, Loewy had exactly $40 to his name. So he drew a sketch of a fashionable lady passenger and put it up for auction

CONTINUED ON NEXT PAGE








This young miss need not worry about that. She's photogenic enough for any quick-acting photo-fan with an equally swift camera. Haven't you wished you could capture striking pictures like this one? Why not do so! Given the time and place, all you need is one of the famous easy-to-use Graflex-made cameras with outstanding features that include speeds up to *1/1000th of a second!*

**GRAFLEX**

*Prize-Winning Cameras*

GRAFLEX, Inc., Dept. 12, Rochester, N.Y.
*Please send me literature describing . . .*
☐ Pacemaker GRAPHICS ☐ Graflex Cameras
☐ Graflite Flash Equipment
Name.....
Address.....
City.....Zone...State.....




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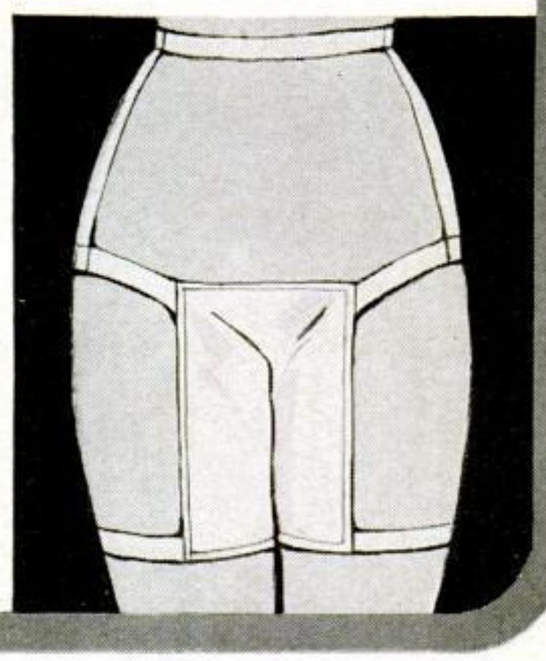


**Jiffy Shoulder Guards!** Jiffy Shoulder Guards are cleverly designed to prevent pressure from bra, slip or foundation shoulder straps. Made of smooth rayon satin over rubber with plush lining for comfort. No sewing required. In nude and white. **Pair, 50c.**

*Kleinert's

# WORLDS OF COMFORT!

**Chafe-Guard!** Prevents chafing! Wear it under your girdle or by itself as a pantie! Lightweight rayon with special elastic bands that cannot cut. Sizes: Small, medium, large, extra large. Colors: Nude or white. **About $1.25.**



*Kleinert's

*® Prices slightly higher on the West Coast

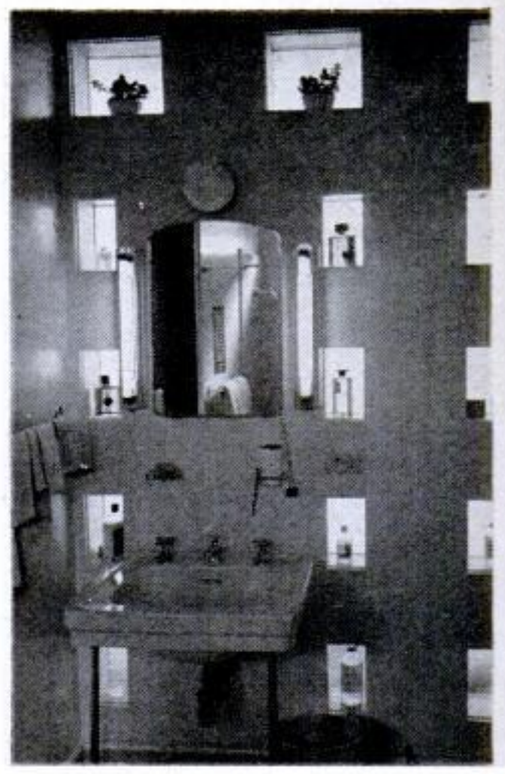
REMEMBER MOTHER with an *American Greeting* CARD




AMERICAN GREETING CREATIONS AT DRUG, VARIETY AND NEIGHBORHOOD STORES

AMERICAN GREETING PUBLISHERS, INC.
CLEVELAND 2, OHIO • LOS ANGELES 16, CALIF.



**LOEWY'S TASTES** are unabashedly elegant, sensuous. Gold-plated rings hold ties and gloves (*left*); toilet waters and flowers adorn bathroom at right.

## THE GREAT PACKAGER CONTINUED

as his contribution. To his stupefaction it brought $150. The purchaser, who happened to be the British Consul General, Sir Harry Gloster Armstrong, who later became British Consul General at New York, convinced the artist that his fortune lay in fashion design, and on arrival he recommended him to Publisher Condé Nast (*Vogue* and *Vanity Fair*). The Frenchman's horizon-blue uniform, his medals and his Continental allure fluttered many a heart in the Nast dovecote and his life in America, both professional and social, got off to a dazzling start from which it never retreated.

Presently he married a divorcee, Jean Thomson, who typified for him the ideal fusion of culture—Midwest American with European overlay. She was born in Nebraska City and educated in a French convent. After 14 years, during which she helped organize and run Raymond Loewy Associates, they were divorced, but on terms so amicable that she continues as a partner, one whose opinions he prizes in matters both professional and personal. When he remarried, the first Mrs. Loewy was in benign attendance at the prewedding festivities, and when, a few days later, *she* remarried, he showered her new menage with graceful attentions. "Raymond makes extraordinarily sophisticated gestures," a friend of both observed, "out of sentimentality."

From fashion Loewy branched out into advertising art. In ads announcing the opening of Saks's Fifth Avenue store, his first big client, in 1924, he introduced a pet principle he calls "synthetization," isolating a single simple sales point in a sea of white space. The style has since become a layout cliché, but it was a trail blazer in its day.

The iconoclast in Loewy burst forth in full vigor when Macy's hired him to decorate its show windows. A common practice of the era was to pose droves of mannikins in a jungle of merchandise—salesmanship by saturation. Working behind drawn shades one night, Loewy tossed aside all the mannikins but one, a female in a chaste evening gown, and with studied insolence dropped at her feet a mink coat. When the management recovered from the shock sharp words were exchanged, after which he quit.

### $60,000 a year for the bold touch

BUT the march of progress was not to be halted. Soon the advertising departments of such conservative companies as the White Star Line and the Shelton Looms were paying Loewy $60,000 a year for the bold touch. It was the directors of Hupmobile who drew him into the lush pastures of automotive design. For a time they regretted it. Right off he proposed to slant windshields and sling the chassis lower, modifications which struck Hupmobile's engineers as wildly eccentric. To convert them he rerigged a car at his own expense. They saw the light and the 1930 Hupmobile was built to his specifications. Subsequently Loewy entered a robin's-egg-blue Hupmobile roadster, streamlined from rear bumper to radiator cap, in the annual "elegance contest" at Cannes, which covered both car and driver. With the blond and soignée Madame Loewy No. 1 at the wheel, it took the grand prize for "the best aerodynamic body design" as well as six other prizes, nosing out such formidable contestants as a Rolls Royce driven by a maharani.

In his reflective moods Loewy frequently grapples with the great

CONTINUED ON PAGE 122



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# 'GLASS WAX' BRIGHTENS WINDOWS, SILVER, TILE

## Amazing Gold Seal Cleaner Lightens Spring Housework

### *Wipe On, Wipe Off; Dirt Disappears*

New and almost unbelievable ease and convenience in Spring housecleaning is here today for America's homemakers. It's "GLASS WAX"—the amazing Gold Seal chemical that actually cleans thirty kinds of dirt in thirty seconds!



*Porcelain, tile shimmering bright without scrubbing or scouring.*

Now, women everywhere can have windows so clean it seems they're not there . . . silver and brass boasting a sparkle long since forgotten . . . porcelain and tile as dazzling bright as new. "GLASS WAX" brings all this and more household beauty with a fraction of the time and effort required by old-fashioned cleaning methods.

**No More Scrubbing**

"GLASS WAX" cleans by an entirely different chemical method that eliminates back-breaking scrubbing and scouring.

Yet, this pink liquid contains no harsh abrasives to scratch the smoothest surface. No messy water is needed, no streaks or smears are left by fast, easy "GLASS WAX" housekeeping.

"GLASS WAX" is available in pint, quart, and gallon pink cans at grocery, drug, hardware, variety, and department stores across the country.

### Quarts Save Twenty Cents

Thrifty shoppers are elated to learn that by buying "GLASS WAX" in the quart can, they save twenty cents. Moreover, there are so many uses for this Gold Seal marvel cleaner in every home, the quart size brings extra convenience by assuring a more adequate supply on hand and by lessening the bother of frequent shopping.

**Eliminates Variety of Cleansers**

Another important feature to busy women is that "GLASS WAX" eliminates the need of storing and handling a variety of household cleansers, each for a separate job. And, since "GLASS WAX" is as neat as it is easy, objects may be cleaned where they are used, rather than carried to and from the kitchen for cleaning.




*Gold Seal Radio Star, Arthur Godfrey*

## Arthur Godfrey Shows How "GLASS WAX" Takes a Shine to Windows

"You can't see them but they're still there," says popular Arthur Godfrey, star of the daily Gold Seal Radio Show. That's actually how clean "GLASS WAX" makes windows! For this sensational pink liquid removes all soil and grime from the dirtiest window, then polishes the glass to an undreamed of brilliance and clarity—all in the same fast, easy action.

Just wipe "GLASS WAX" on—wipe it off. Chemicals, not hard rubbing, do the work.

Arthur Godfrey is heard Monday through Friday over a nation-wide network of 166 CBS stations. Sponsored by the makers of "GLASS WAX," the Gold Seal Show includes both lovely Janette Davis and the Mariners Quartet to sing your favorite songs, and Archie Bleyer's Orchestra.

Be sure to listen to this hilarious presentation every weekday over your CBS station, at:

| | |
|---|---|
| 10:30 AM EST | 8:30 AM MST |
| 9:30 AM CST | 3:00 PM PST |

### *Instant Gleam For Chrome, Nickel*

Spring clean-up means more than just housecleaning. For now's the time that beckoning weather reminds one of outdoor pleasures ahead—golf, fishing, boating, and other sports.

**"GLASS WAX" is a wonder at brightening metal equipment that's lain for months in dusty, smoky basement or attic. Steel shafts and faces of golf clubs, aluminum and chrome fishing tackle, outboard motors, brasswork on boats—instantly lose grime and stain, emerge glistening clean.**

Just wipe "GLASS WAX" on, wipe it off—30 kinds of dirt that spoil the treasured lustre of metal surfaces disappear.

The family car, too, needs its Spring cleaning. "GLASS WAX" is just as fast, just as easy in restoring immaculate brilliance to all chrome and nickel trim, from bumper to bumper.

### Crystal-Clear Film Guards Future Beauty

Source of a major portion of the praise heaped upon "GLASS WAX" is the invisible coating this remarkable chemical leaves as it cleans. This unseen film actually seals out dust and smudge from every surface that "GLASS WAX" has brightened. Thus, in addition to its speed and simplicity of use, "GLASS WAX" lengthens the interval between necessary cleanings, and makes the next cleaning easier.

*Wartime Chemical Discovery!*

**NOTHING BETTER ANYWHERE**

for Cleaning GLASS and METALWARE




**59¢** PINT

**SAVE 20¢ BUY A QUART**

**98¢** QUART

**$2.95** GALLON

*FAIR-TRADED*

LOOK FOR THIS PINK CAN

"GLASS WAX" is a registered trademark and is the exclusive property of Gold Seal Company.

# 'GLASS WAX'

**A PRODUCT OF THE GOLD SEAL COMPANY**

55 E. Washington St.
Chicago 2, Illinois

**CLEANS 30 KINDS OF DIRT IN 30 SECONDS**



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PETER PAN

brings you

"Low 'n' Behold"*

the bra with the

**dare-devil plunge**

and the

Merry-Go-Round cup

With necklines going audaciously DOWN, Peter Pan comes UP with the most daring bra ever—

• The deep plunge of a long line brassiere in a slim bandeau!

• Unique Separator* breathes with you—sit...bend...twist—flattering uplift, always!

• Patented Merry-Go-Round cup accentuates small bust—minimizes full bust... "The Secret's in the Circle!"

• Pre-tested "Shrinkage Control"—FIT and LIFT won't wash out.

See Low 'n' Behold at your favorite store. There's never been a bra quite like it! $3.50 in broadcloth • $3.95 in satin $5 in nylon taffeta

*Want lovelier curves? Write for FREE booklet, "Your New Guide to Bustline Beauty".*

PETER PAN

*Patent pending Dept. L-2 © PETER PAN FOUNDATIONS, INC., 312 FIFTH AVENUE, NEW YORK 1, N.Y.

**POSITIVE PROOF OF BETTER LUBRICATION AND THAT THERE IS A MARKED DIFFERENCE IN MOTOR OILS:**

On cars picked at random that had been using 26 other quality oils...by changing to Macmillan Oil the horsepower was increased on an average of over 8%.

THIS MEANS AN 8% SAVING ON GASOLINE

OR OVER 2¢ PER GALLON*

OR $2 ON AN AVERAGE OIL DRAIN PERIOD

We guarantee to increase the horsepower in your motor by changing to Macmillan Oil!... See our money-back guarantee at your Macmillan Dealers.

If you doubt these statements, have your Macmillan Dealer arrange through his distributor for you to witness an impartial test proving these facts in your own car.

*FIGURING GASOLINE AT 25¢ PER GALLON

Make your next drain Macmillan. In the meantime if you need a quart, request Macmillan at the sign of the big red "M".

REDUCES WEAR BY REDUCING FRICTION MACMILLAN RING-FREE® OIL

©MACMILLAN PETROLEUM CORPORATION


## THE GREAT PACKAGER CONTINUED

imponderable of his calling: the psychological factors that attract the consumer to one shape or color rather than another. Why did the Airflow Chrysler, a Norman Bel Geddes design embodying the latest wrinkles in aerodynamics, find few takers? (Because it was too advanced for public taste?) Why is toothpaste sold in tubes, not in jars? (Because it is more sensuous to squeeze than to dig?) Although Loewy scores high accuracy in gauging consumer response, his judgment is based on empiric, not scientific, knowledge. Ohio, for example, is sometimes studied by industrial designers as a guinea pig state. They have learned that if the women of Ohio favor brown hats, brown is probably a safe color for vacuum cleaners. But nobody ever succeeded in reducing such observations to an exact science. The prospect fascinates Loewy, who suspects it would lead the student into the realm of Freudian fetishes.

"Psychiatrists tell me," he says, "that shapes arouse all kinds of unconscious associations, and the simpler the shape the more pleasurable the associations. Maybe this is why products in the shape of cubes, spheres, columns, polyhedrons seem to sell better than more complex designs. Take the humble jelly mold. Of all varieties the plain mound or breast shape has always been the most popular. The unconscious may also explain the tactile value of many materials. Part of the success of plastics may lie in their warmth and fleshiness to the touch."

Among the shapes and textures for which Loewy claims this tactile satisfaction are brandy snifters ("Watch people fondle them; they may not be aware of it, but they are having a grand time"), Morris chairs ("They positively embrace their passengers"), cellophane-wrapped paper cigaret packages rather than sharp-edged cardboard ones ("Soft and glossy to the touch and yielding to pressure"), round instead of square cakes of soap. He is also devoted to home furnishings that exude a hushed, boudoirlike atmosphere, such as quilted walls, satiny furniture coverings, acoustical ceiling tiles, rubber mats under carpets. He was one of the first telephone subscribers to install a new bell which emitted a crystalline tinkle instead of a shrill jangle. "Really a delight to listen to," says Loewy. In illumination he loves shadows and highlights, hates complete diffusion. His greatest aversions are telephone booths ("The doors either pinch you or push you, the phones are greasy from other human hands, the interiors are as harsh and narrow as coffins"), taxis, city buses and subways.

A caller once found Loewy gazing raptly at a dozen hen's eggs which he had arranged on a mantle amid a cluster of ivory bric-a-brac. "A friend sent them to me from his farm," Loewy explained, "but I can't bear to eat them. So beautiful in conception! The functionally perfect form, the symbol of progress! If the egg were any other shape, the life of the hen would be intolerable."

Loewy broods a good deal about the callipygian Coca-Cola bottle, which was designed 34 years ago by Alexander Samuelson. Though in full retreat from streamline principles, it remains the queen of soft-drink containers. But then, Loewy points out, its shape is aggressively female—a quality that in merchandise, as in life, sometimes transcends functionalism.



**LOEWY AND ASSOCIATES** study model of suburban store designed by William T. Snaith (*left*). Mrs. Jean Bienfait, Loewy's first wife, is still a partner, as are A. Baker Barnhart and Business Manager John Breen (*far right*).



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# Canvas or camera?

IT'S A MATTER OF CHOICE . . . whether the lens or the brush makes the "best" pictures . . . for no art seems "best" to *every* critic!

Similarly, no single brand of whiskey can seem best to everyone. That's why we take the common-sense attitude that Hunter's delicately *different* flavor will appeal to a great many men, but not necessarily to all men. It's a matter of choice!

We do sincerely believe you should try this fine whiskey. Try it because it *is* different. Try it and form your own opinion!

**HUNTER**

**SINCE 1860**

*First over the Bars*

HUNTER-WILSON DISTILLING COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY. BLENDED WHISKEY, 92 PROOF. 60% GRAIN NEUTRAL SPIRITS.

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BIGELOW IN HIS BELFRY TIGHTENS BOLTS THAT HAVE BEEN LOOSENED BY HIS PLAYING. HE HIMSELF MADE 14 OF THE BELLS IN PRINCETON'S 49-BELL CARILLON

# PRINCETON'S BELLMASTER

## A U.S. college professor is one of the world's best carilloneurs

Once every Sunday afternoon a college professor named Arthur Bigelow darts up a steep spiral staircase to the belfry in top of Cleveland Tower at Princeton University's Graduate College, shuts himself in a box the size of a piano case and begins to play his bells. For an hour their booming music is heard for miles. Then he reluctantly shuts his box, climbs slowly down and waits for next Sunday to come around.

At 39, Bigelow, who is Princeton's bellmaster, is one of the finest bell designers and carilloneurs in the world. He fell in love with bells as a boy, when he heard them in Springfield, Mass., and in 1930 he went abroad to study them for a year. But he stayed for 11, made a careful study of Europe's carillons and was bellmaster of the great church of St. Peter's in Louvain, Belgium, when the Germans drove him out in 1940. Now he teaches engineering at Princeton, plays his bells on Sunday, and spends the rest of his time making more bells.



**ON HIS BIKE,** which he rode out of Belgium ahead of Germans, Bigelow rides away from Cleveland Tower.

CONTINUED ON NEXT PAGE 

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MEN AND BOYS: STEP INTO THE COMFORT OF **CARTER'S TRIGS**

Carter's TRIGS



**MAN, YOU'LL BE COOL!**

Cool as a zephyr, for Carter's Trigs are light, and absorb perspiration like a blotter. Choose your size in briefs or mid-length. Trigs athletic and T-shirts to match.



**MOM, YOU'LL BE HAPPY!**

Imagine! Just dunk . . . then dry — and Trigs are ready to wear without ironing. And, golly will you get the praises when you come home with Trigs for Dad and Son!



**BOY, YOU'LL BE COMFORTABLE!**

Special knit "gives" with your body. Seams can't rub or chafe. No seams at all in the seat. No riding up! No binding! Boys' Trigs are built exactly like Dad's.

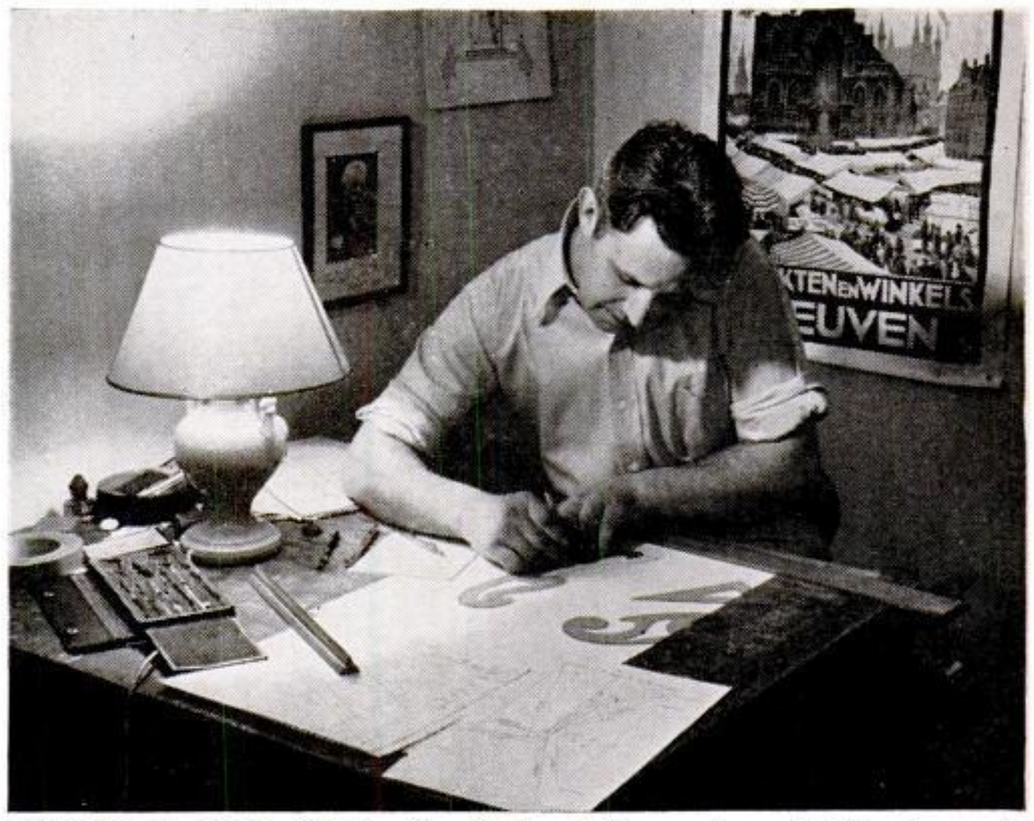
Carter's TRIGS

BRIEFS, MID-LENGTHS AND LONGS . . . ATHLETIC AND T-SHIRTS . . . AND SUITS

FOR MEN AND BOYS

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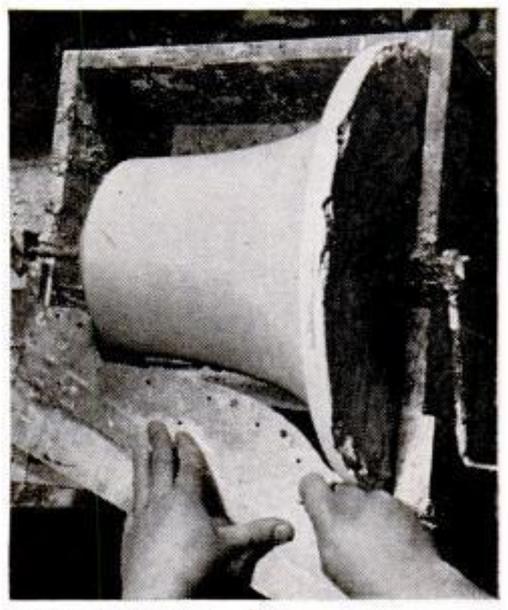


**MAKING A BELL,** Bigelow first designs it from a chart which he invented. Chart's curves show him all the ideal proportions of a bell for any given tone.



**FIRST STEP** is to make plaster core shaped like inside of bell. Here rough core is turned into exact shape against metal template made from his design.



**NEXT STEP,** after waxing core, is to fit on new template shaped like outside of bell (*above*). The gap between template and core is filled with plaster.

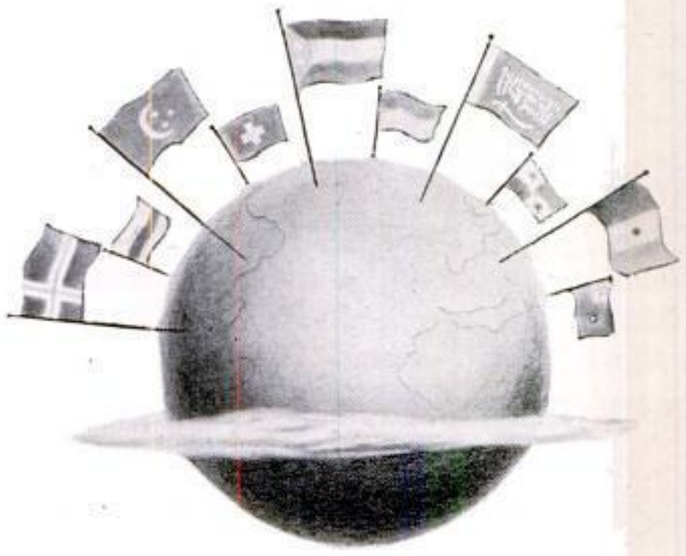


**PLASTER BELL** is gently separated from waxed core. This bell will now be cast in bronze, will sound a D note and weigh about 90 lb. It will be worth $200.

CONTINUED ON PAGE 128

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# speaking of LIFE . . .



**Outside the U. S. A.**—Your fellow LIFE readers overseas get the International Edition. Its fast-climbing circulation is now over 350,000—up 100,000 in the last year. LIFE International subscriptions, which come in from every part of the globe (with the exception of the U.S.S.R.), are paid for in twenty-nine different currencies. Sales at newsstands from Iceland to India involve almost every type of national coinage in the world. People stepping up for their newsstand copies pay in won, baht, fils, shillings, aurar, kurus, pesos, francs, guilders and scores of other coins. Letters from overseas readers—many of them business and professional leaders—indicate a great eagerness to learn more about the American way of life, portrayed so graphically in LIFE International. Copies are passed along from family to family, from town to town and sometimes from country to country. With an average of ten readers for every copy, each issue reaches over three million people with its editorial news of America and the whole world — with its advertising news showing the products of U. S. industry.

**One Year, Two Men, Five Wars**—Having covered 92,000 miles and his fifth war in a year, Correspondent Roy Rowan, head of LIFE's Shanghai office, is having a brief breather in New York. He and LIFE Photographer Jack Birns are the whirlwind team who have kept LIFE readers abreast of the complicated happenings throughout the Orient in the past year—with such exclusive picture stories as the "Fall of Mukden" (LIFE, Nov. 8, 1948), "The Siege of Taiyuan" (Nov. 22, 1948) and "War in Burma" (April 11, 1949). "For transportation," Rowan reports, "we used anything that looked as if it could get off the ground so long as it gave promise of taking us in the direction where news was brewing. Most of the time we traveled as cargo. A friendly pilot would obligingly leave a few sacks of flour behind and let us climb in instead. Sometimes we would wangle a ride on an airdrop mission or with troops bound for the front in one of the shooting wars we covered."

The most picturesque pilots, Rowan says, are the Indians, who wear snoods over their beards to keep them from getting tangled by the wind. The most daredevil ones they met were a couple of French flyers who piloted the two planes which carried the LIFE team into the jungle to interview the Caodaist "pope" (LIFE, March 7, 1949). With Birns in one plane and Rowan in the other, the pilots engaged in an aerial game of tag to see how close they could come together without hitting. It set Rowan's teeth really chattering when he saw that he could tell time on Birns' wrist watch in the other plane.

On another jungle mission—this time in Malaya during the terrorist wave—Birns and Rowan found themselves caught in dangerous crossfire and took shelter in a creek. Later they learned that there were twenty or so unexploded grenades right where they were crouching. But they came out with exclusive pictures of the violent end of the terrorist leader, Lau Yew, who was killed with ten of his henchmen (LIFE, August 2, 1948).

In Hyderabad to get an interview with the Nizam, the world's richest ruler, they were amused to be followed by secret police, who thought they were spies sent in by India. After three weeks of knocking daily on the palace door Birns and Rowan got the first press interview the Nizam had granted in years. They left for New Delhi in style, in the Nizam's private plane. They were far from amused when the Indian police picked them up as spies of the Hyderabad government, arrested them and confiscated their hard-won pictures. LIFE's New York office went to work on the situation, the Indian Embassy in Washington wired Nehru, and two days later the films and story were on a plane bound for the U. S. and the pages of LIFE (Sept. 27, 1948).

Last month, Jack Birns received the Overseas Press Club of America's 1948 award for the "best picture reporting from abroad, judged from its interpretative quality."

**Since 1945**—Do you know that approximately 5,400,000 copies of LIFE are now sold each week? This is almost a million and a half more than were coming from LIFE's presses in 1945. During these four years since V-J Day, some remarkable new efficiencies in the mechanics of publishing LIFE have been achieved. They are the result of an extensive long-range program set up in anticipation of today's continuing demand for more and more copies of LIFE and its sister publications, TIME and FORTUNE. Already completed and in operation is additional machinery for making LIFE's quality machine-coated paper in plants located in Portland, Oregon; Biron, Wisconsin; Escanaba and Kalamazoo, Michigan; Bucksport, Maine; Houston, Texas; Deferiet, New York. Twenty-one huge new presses of various types have been installed at Chicago, Buffalo, Los Angeles, and Philadelphia. Ink-making facilities have been expanded by two new plants—in Chicago and in Ridgeway, New Jersey. To handle subscriptions more speedily and efficiently, an entirely mechanized operation has been developed and installed. In addition, two research laboratories which were set up in Kalamazoo, Michigan and in Springdale, Connecticut, are working on a continuing program of improving the mechanics and quality of printing. The entire four-year project, representing an investment of about $50,000,000 shared by Time, Inc. with manufacturers and suppliers, will be physically completed early this summer, resulting in an all-time high in efficiency in the mechanical operations of LIFE.

Andrew Heiskell publisher of LIFE

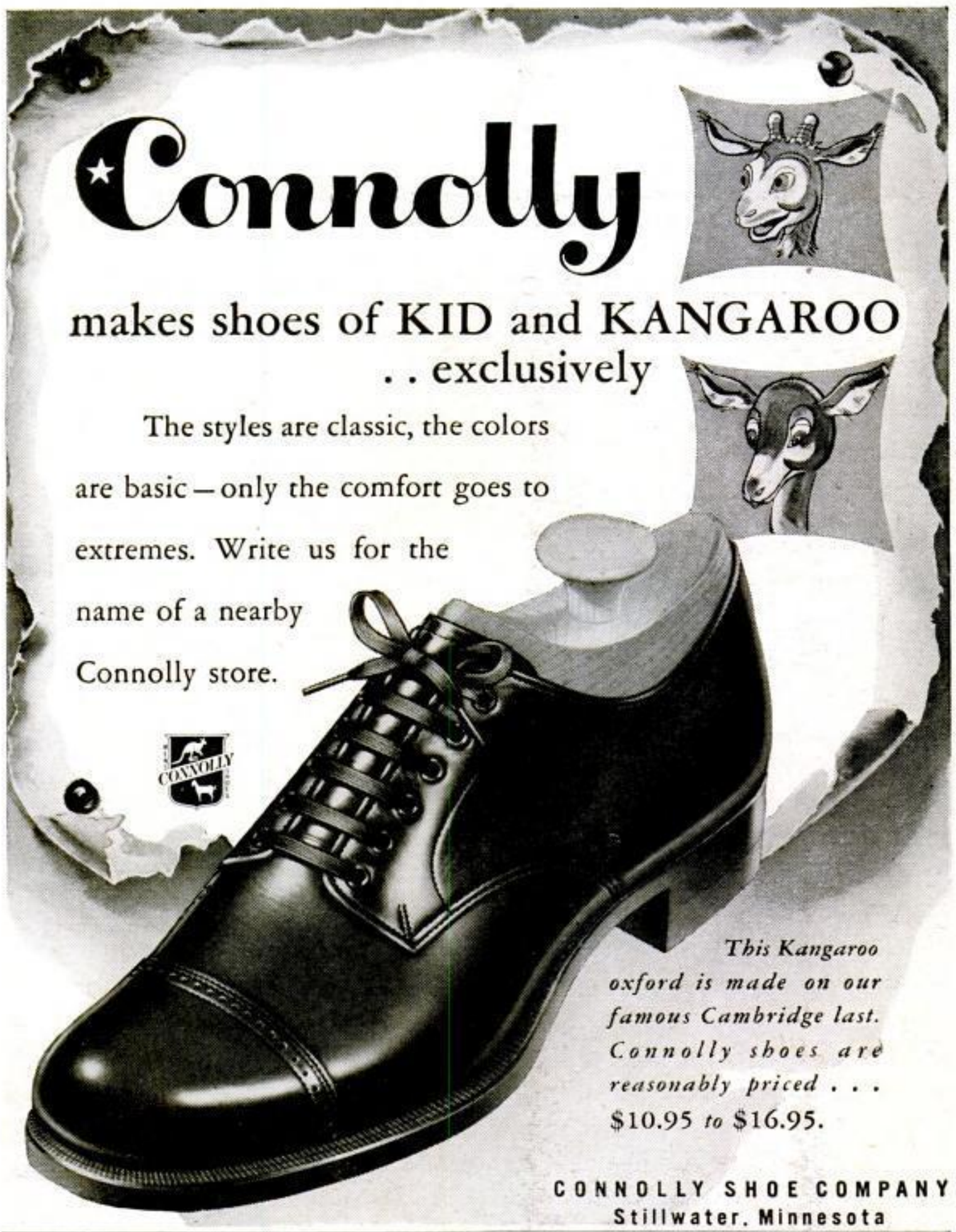


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You'd be surprised what some Wheaties eaters can do. Last season *Musial, Mize* and *Kiner* slugged a total of 119 homers! And Wheaties—with milk and fruit—is a favorite training dish of *all 3!* Nourishing, these 100% whole wheat flakes. Vitamins, minerals, food-energy, proteins. Wheaties, "Breakfast of Champions"!






**TUNING BELL** after it has been cast in bronze, Bigelow shaves it on a huge lathe, stopping at intervals to hear how it sounds. Further shaving lowers tone.



**TESTING TONE,** he strikes his tuning fork (*left*) and touches it to the lip of the bell. If it is tuned exactly, the bell will respond with a full round tone.



**PLAYING HIS BELLS,** he sits at keyboard which is called a clavier. Keys to big bells must be pounded with fist or foot. The little bells ring at a touch.



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## This new coffee flavor gives you a wonderful, wonderful *spirit-lift*

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No wonder it's so delicious. Try it! If you don't think it's the best coffee you ever tasted, just send us the unused portion and we'll give you double your money back. Get your pound today! (It's vacuum-packed, of course.)

**Wonderful Coffee in 2 Seconds**

Chase & Sanborn's new Instant Coffee Product costs about a penny a cup . . . no pot . . . no grounds . . . no waste . . . no wait!




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# The *New* Chase & Sanborn

*A New Secret Blend —"Selecciones"*

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# DETECTIVE STORY



**CROOKED SURGEON** (Harry Worth) is the play's chief criminal. His abortions have caused girls' deaths.



**A PETTY THIEF** (Warren Stevens), onetime Navy hero, stole money from his boss to impress a girl friend.



**A SHOPLIFTER** (Lee Grant) stole a handbag, feels being caught is more of an annoyance than a disgrace.



**A BURGLAR** (Joseph Wiseman) is a hardened ex-convict who robs a woman and doublecrosses his partner.



RALPH **BELLAMY ACTS TOUGH DETECTIVE WHO WOULD LIKE TO PUNISH CRIMINALS WITH HIS OWN FISTS**

## NEW POLICE DRAMA IS SUPERREALISTIC REPORTING

Thirty-seven years ago, when David Belasco, the dean of Broadway producers, was in his heyday, he put on a play in which real eggs were fried on the stage. Audiences, who could hear, see and smell the eggs frying, were carried away. Since then the fried-egg tradition of realism has dominated Broadway, often at the expense of more imaginative drama. But every now and then it produces excellent dramatic reporting, notably by Playwright Sidney Kingsley. His *Men in White* (1933) was a literal view of a big hospital; *Dead End* (1935) took place on a New York slum street; *The World We Make* (1939) had a steam laundry on the stage. Now Kingsley has done another top job of reporting in a play called *Detective Story*, which presents a remarkably realistic view of a New York police station.

The new play's hero, powerfully acted by Ralph Bellamy, is a detective whose love of justice is poisoned by sadistic hatred for every offender, petty or otherwise, who falls in his trap. He meets defeat when he finds his wife once had an illegal operation by an abortionist whom he has arrested and beaten up. Unable to show mercy even for his wife whom he loves, the detective finally invites death by standing in the way of a gunman. As a parable of love and hate, *Detective Story* is fair drama. But its real worth lies in Kingsley's genius for detail and in its roster of criminals who are shown at left in front-and-side-view rogues' gallery portraits.

CONTINUED ON NEXT PAGE 

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"The Underwear You'll Be Proud To Be Seen In"

The kind of underwear a man dreams about! Sleek and snug—yet blissfully comfortable. No-bulk, Slim-Lined Design gives you that trim, tapered look. 3-Point Suspension supports you gently. Wide, roomy Saddle Seat. Spring Needle Crotch and Flat-Locked Seams for real value. At better retailers everywhere.

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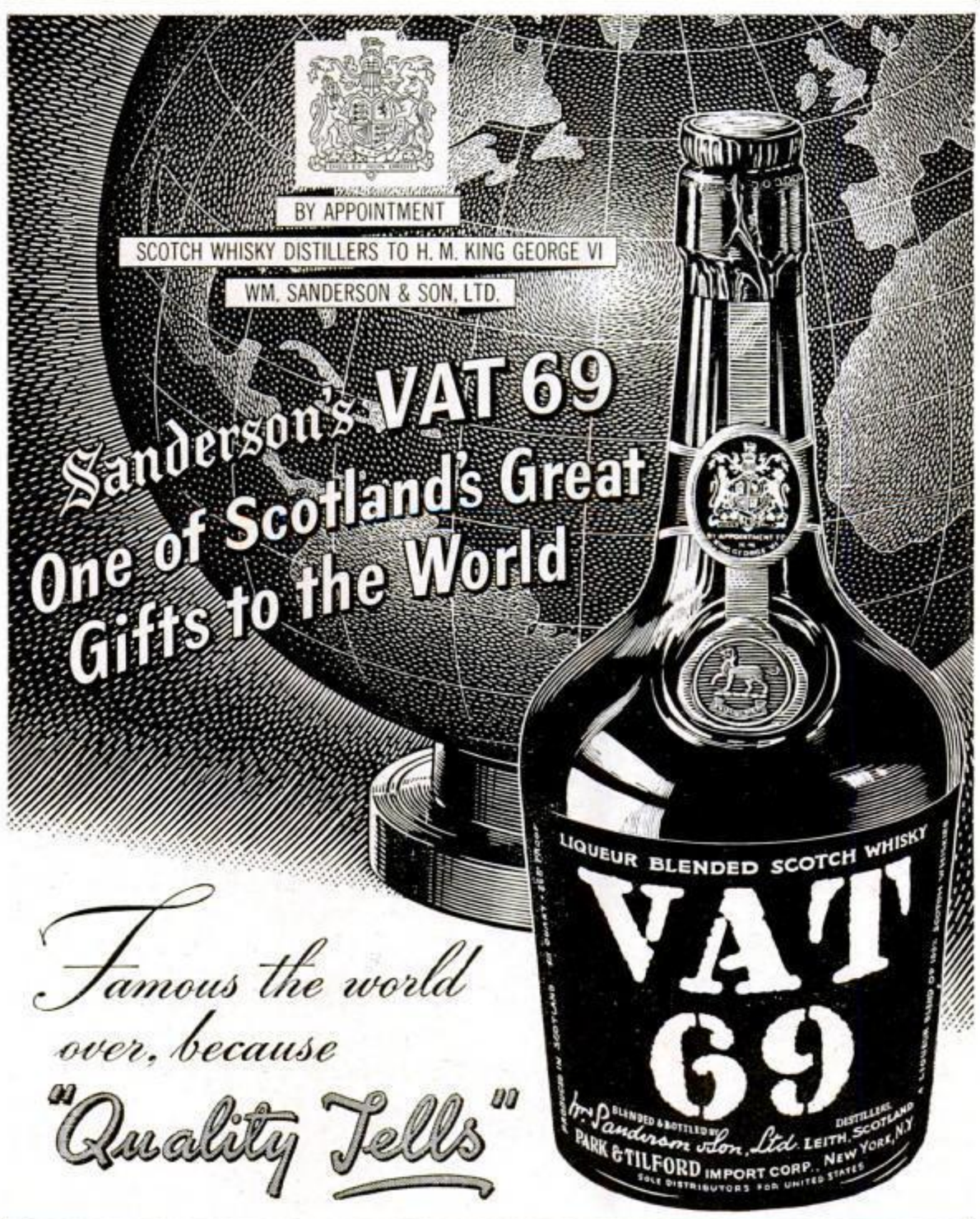


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## "Detective Story" CONTINUED



**A LINE-UP** in a New York City station is staged by the detective (*left*) in order to get a woman to identify an abortionist (third from right). She fails to pick out the criminal and the detective has not sufficient evidence against him.



**WITH A BRUTAL KICK** in the stomach, the detective, angered by his failure to get evidence, orders the unscrupulous abortionist out of town. Later he finds out that this abortionist had operated on his wife before their marriage.

CONTINUED ON PAGE 134



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**You'll howl** at the wonderful antics of Peter Donald (above) on the novel, new ABC show *Talk Your Way Out Of It*. Contestants, prizes, laughs galore! Monday, Wednesday, Friday, 3:00 pm*. (*Quaker Oats*)



**The happiest program** in radio! It's *Bride and Groom*, with handsome John Nelson, m. c. Every weekday at 2:30 pm* (*Sterling Drug, Inc.*)



**Dorothy Dix on the Air.** A helpful, heartwarming program on your local ABC station. Be sure to tune in weekdays at 1:45 pm*. (*Sealtest and other local sponsors*)




**Funnyman Art Linkletter** makes merry on the hilarious *G-E House Party*. 3:30 pm* every Monday through Friday on ABC. (*General Electric*)



**Laugh** with the Old Professor, Kay Kyser himself, on his fun-filled new *College of Fun and Knowledge*. Presented every weekday afternoon at 4:00 pm* on *your* local ABC station. (*Pillsbury Mills, Inc.*)



**Kids,** get set for thrills! Tune in *Jack Armstrong, the All-American Boy*. Alternate weekdays, 5:30 pm*. (*General Mills*)



**Action!** Don't miss the exciting adventures of *Sky King*. Alternate weekdays at 5:30 pm* on ABC. (*Derby Foods*)



**Challenge of the Yukon** brings you suspense, drama, adventure! Mon., Wed., Fri., 5:00 pm* (*Quaker Oats*) © C. Y. INC.

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**Fun for you** all afternoon long when you set your radio dial to your local American Broadcasting Company station. Start right off at noon* with *Welcome Travelers*, the lively audience-participation show that's got *everything:* laughs, human interest, excitement . . . AND Tommy Bartlett (right), genial, jovial master of ceremonies. One of radio's most popular daytime shows, *Welcome Travelers* is GREAT ENTERTAINMENT for you and your family. (*Procter & Gamble*)




**All times listed are Eastern Daylight Saving. In other time zones consult your radio log. NOTE: For your convenience during daylight saving, your local ABC station broadcasts all programs* at their usual times. *You have no new broadcast times to worry about on ABC!*



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The modern, easy, SURE way to protect your precious woolens from moth damage is to actually mothproof the cloth itself with LARVEX. One easy spraying with LARVEX does the trick! It mothproofs woolens for a whole year.

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***So Easy!*** A few minutes' spraying with LARVEX mothproofs for a whole year.



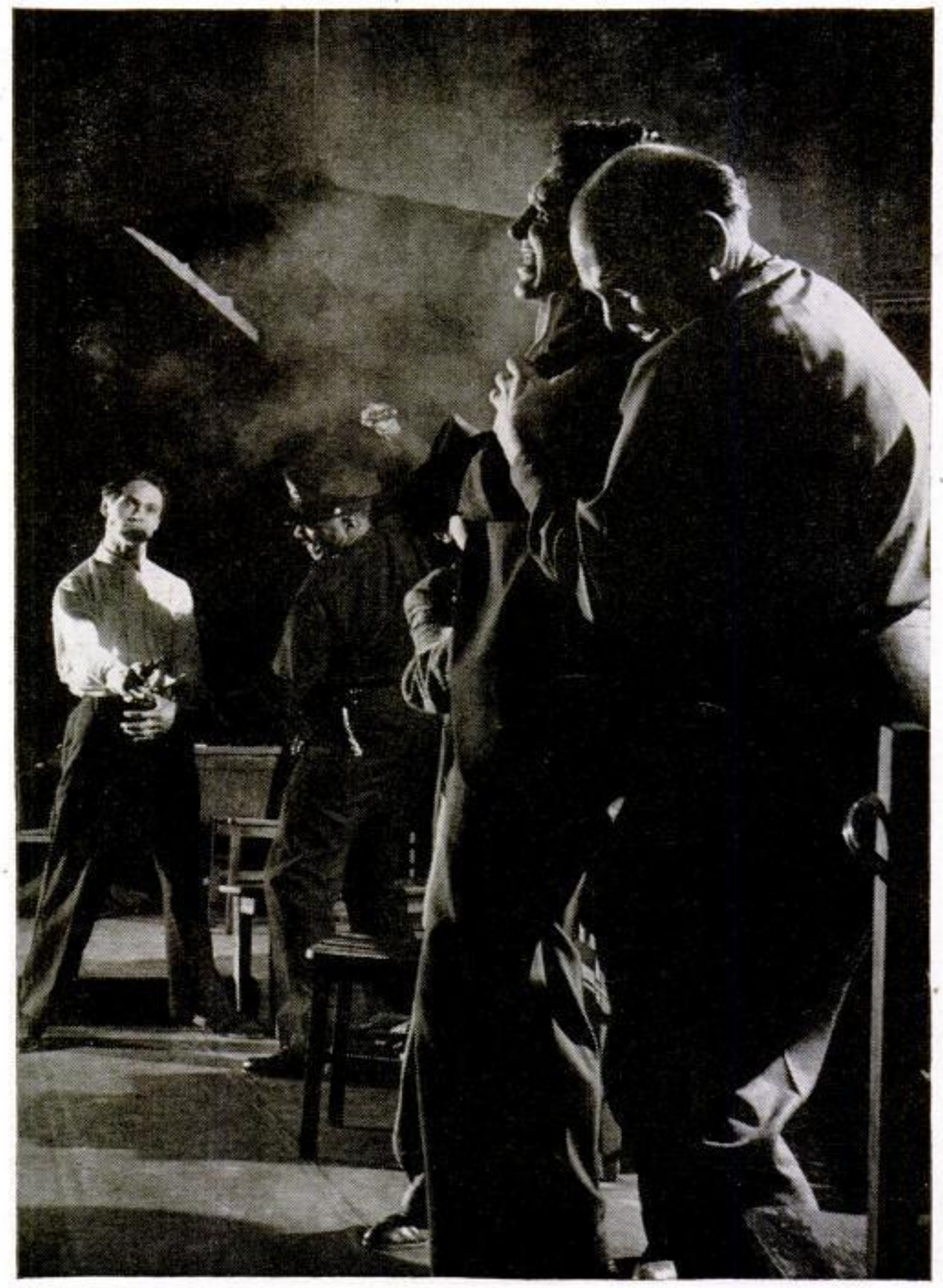

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**LARVEX**

*The Largest Selling Mothproofer*




**IN THE STATION,** behind a petty thief and his girl friend, the detective's wife (Meg Mundy) gives her husband their apartment keys and says goodby. She is leaving him because he torments her about her life before their marriage.



**THE DETECTIVE IS KILLED** after he has been deserted by his wife, who is the one person he really loves. When a burglar grabs a gun and attempts to shoot his way out of the police station, he deliberately steps into the line of fire.


# alone...

**because she doesn't know**



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**DRYAD**—Jergens new kind of deodorant *actually stops the decaying action of bacteria*...the *chief cause* of embarrassing perspiration odor...*before* it starts!

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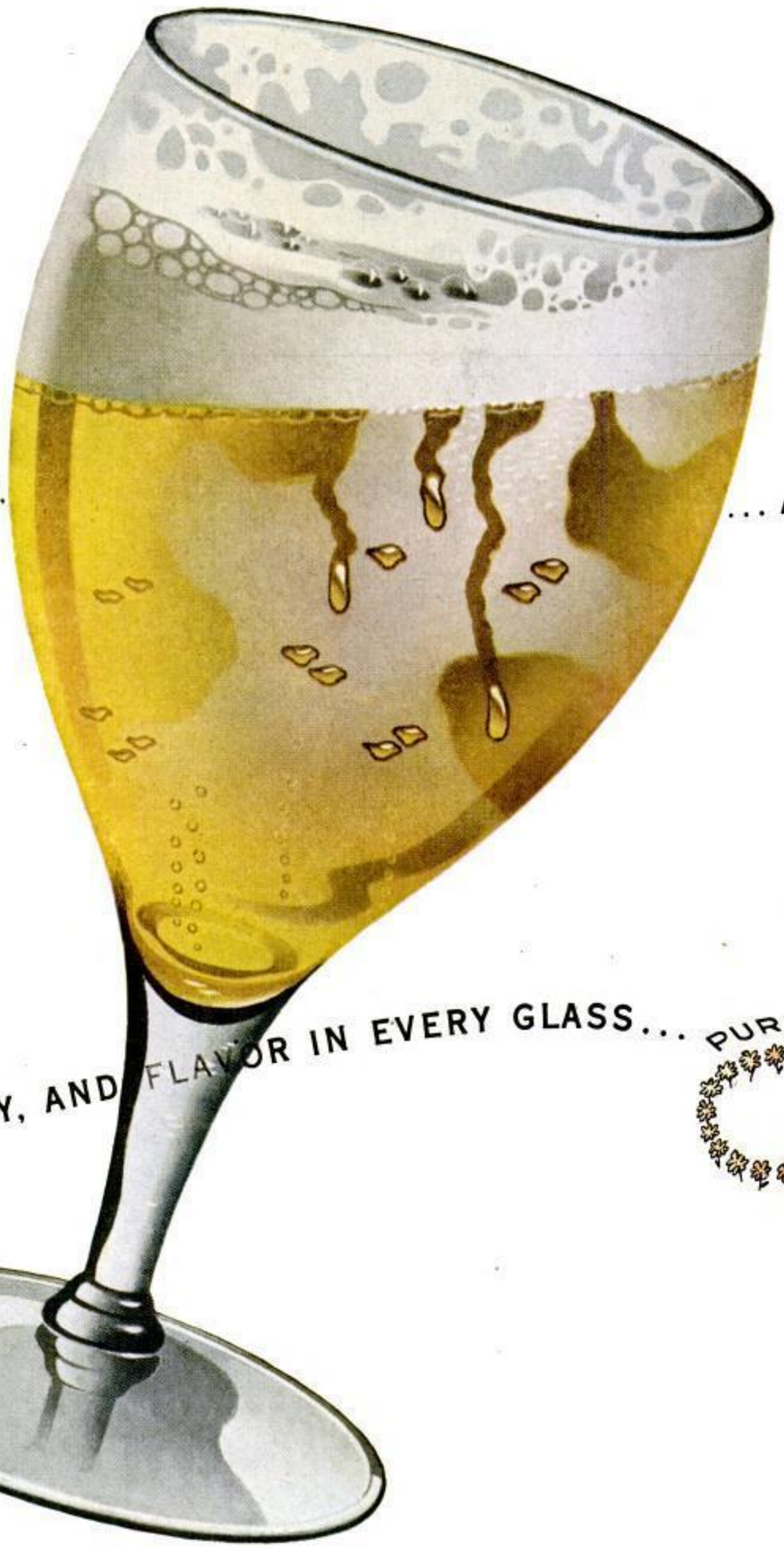

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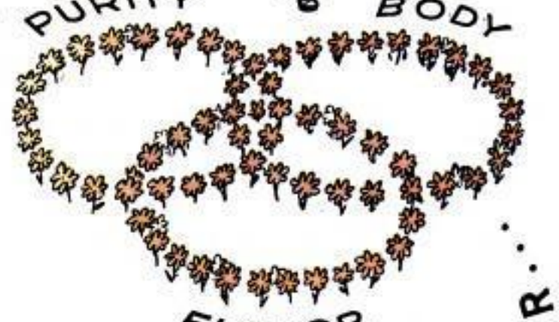

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BODY.








...AMERICA'S LARGEST SELLING ALE...PURITY, BODY, AND FLAVOR IN EVERY GLASS...




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A DEAD 4-FOOT COTTONMOUTH DANGLES FROM "J.C." BOUDREAUX'S GUN AS HE HUNTS SNAKES BY THE BAYOU

# Bayou Boy

## "Louisiana Story's" star is a real-life Huck Finn

In the bayou country of Louisiana a couple of years ago, Director Robert Flaherty found a boy to act in his movie *Louisiana Story*—a dark, quiet Cajun lad named Joseph Carl Boudreaux, called "J. C." by everybody. The film finished, J. C. went back to his home in the swamps while *Louisiana Story* became one of the best movies of 1948. This spring LIFE Photographer George Silk went down to Louisiana to see what had happened to the boy star.

He found J. C., who eventually will get $3,000 for his acting, still living in a wilderness backwater, on a little rise of land called Little Pecan Island. J. C. quit school when film shooting started and has since tried his hand unsuccessfully at his stepfather's work of trapping muskrats. Now 15, he spends most of his time tramping and paddling through the fetid swamps, hunting poisonous snakes for sport and game for food, leading a kind of Huck Finn life —slow, solitary, close to nature and very far away from the hustling world of movies and 20th Century America.

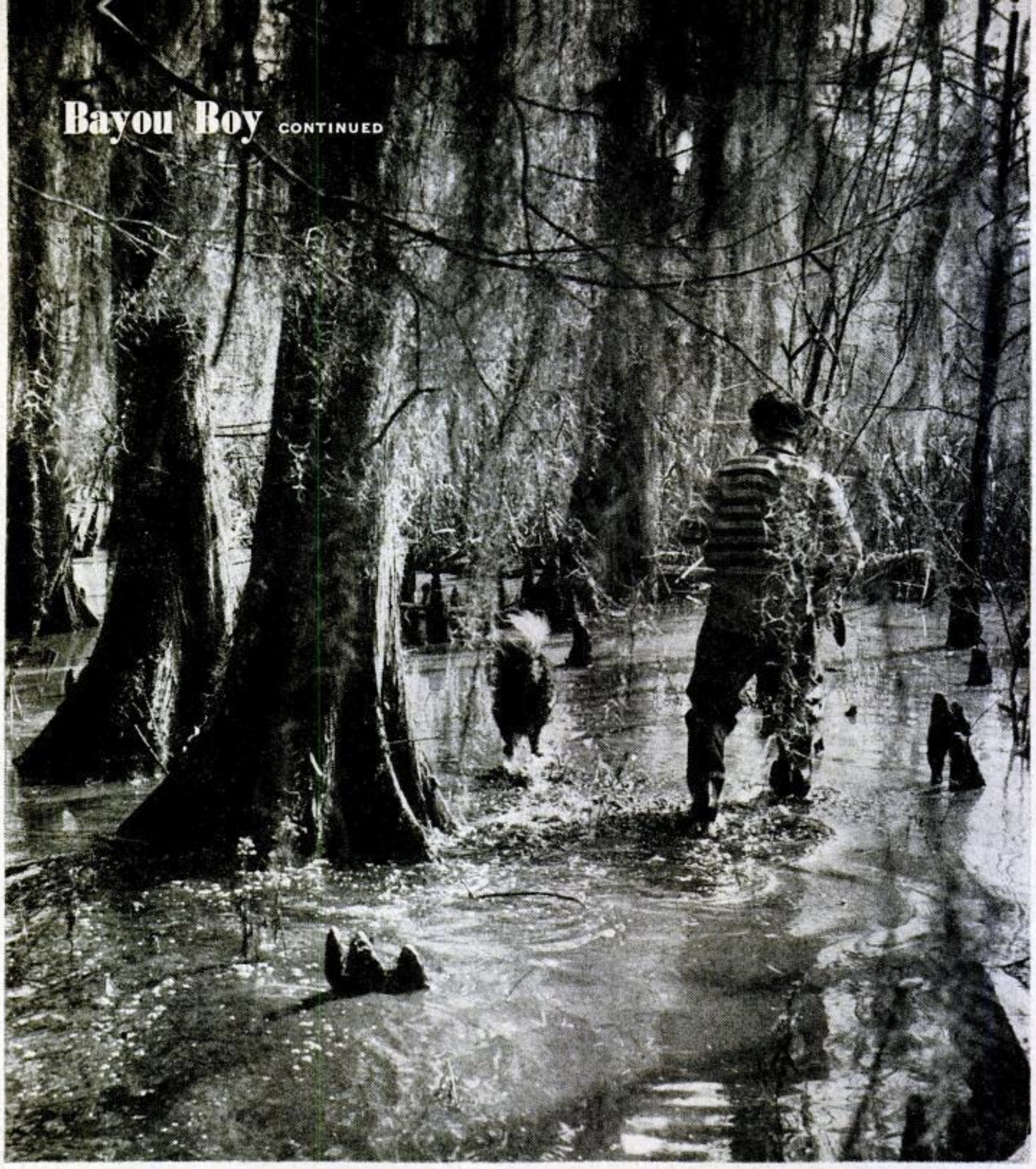


**THE MOVIE** *Louisiana Story* begins with J.C. paddling on a bayou.

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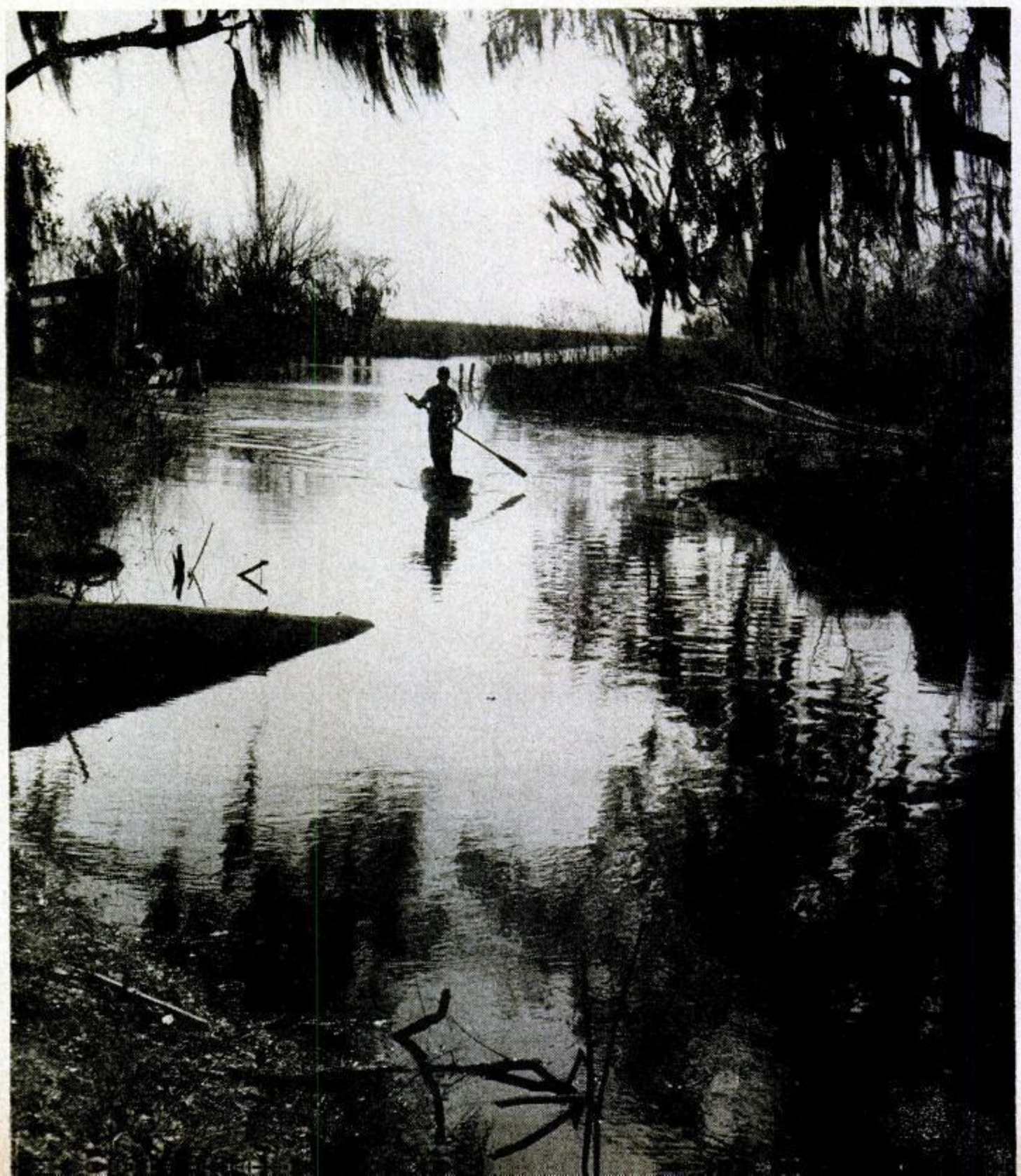
## Bayou Boy CONTINUED



**IN THE SWAMPS** J.C. and dog Major go hunting. The family lives to a great extent on food that J.C. and his father shoot—ducks, geese, giant bullfrogs, rabbits, even blackbirds. J.C. also hunts alligators, whose hides sometimes bring as much as $2.50 a foot.



**ON THE BAYOU** J.C. paddles along (*below*) the way he did in the opening scene of *Louisiana Story*, on lookout for snakes, turtles, bullfrogs. At right, he hurls his throwing net to catch mullet which he will use as bait for catfish, a staple of the family's diet.

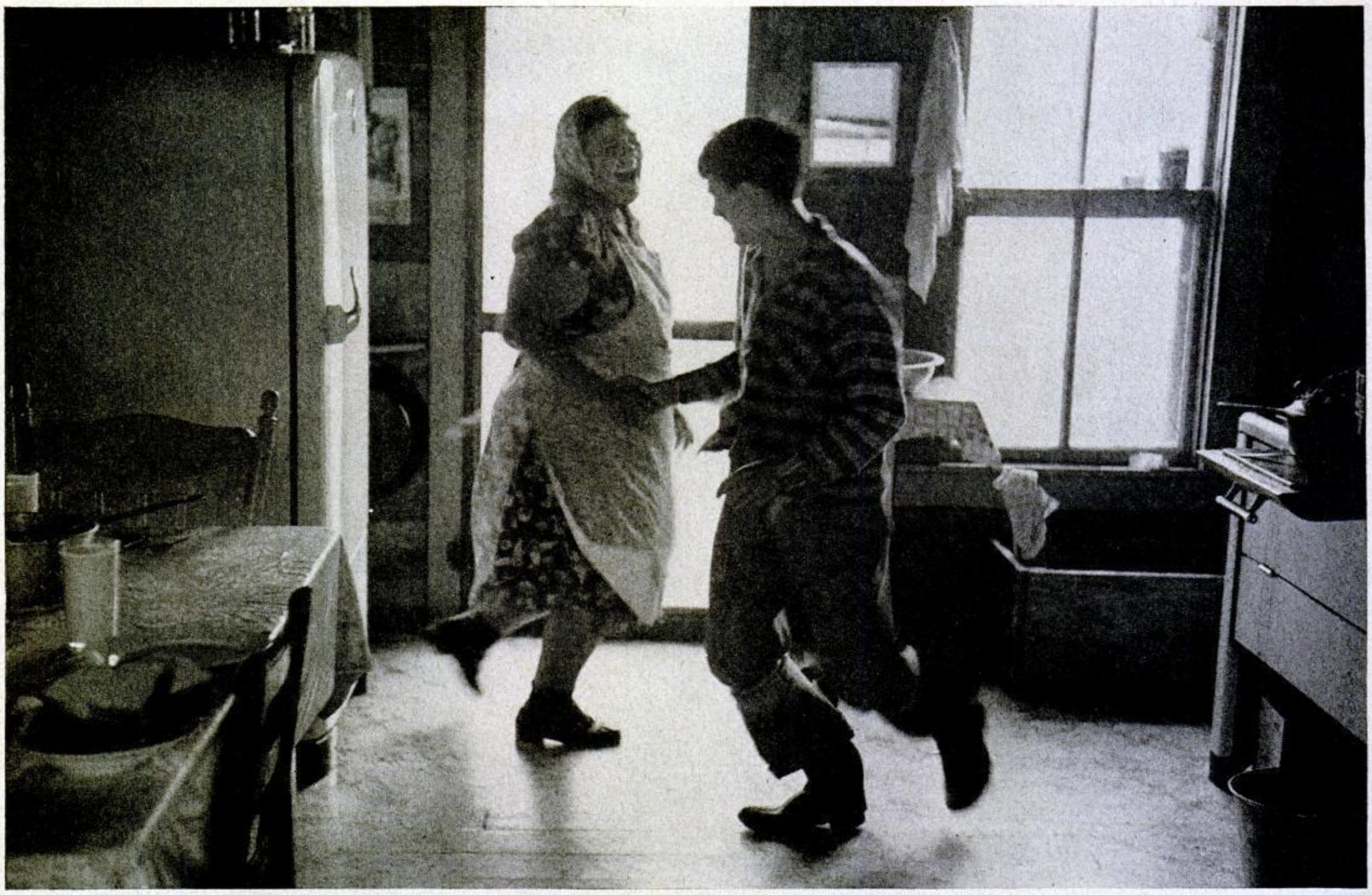


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**J. C. AND HIS MOTHER** bounce about their living room–dining room–kitchen as he shows her how he square-danced with his girl friend at a high school dance. The big new refrigerator and stove, his home's proudest ornaments, were bought by J. C. with the first $1,000 of the $3,000 he is to get for his work in the film.

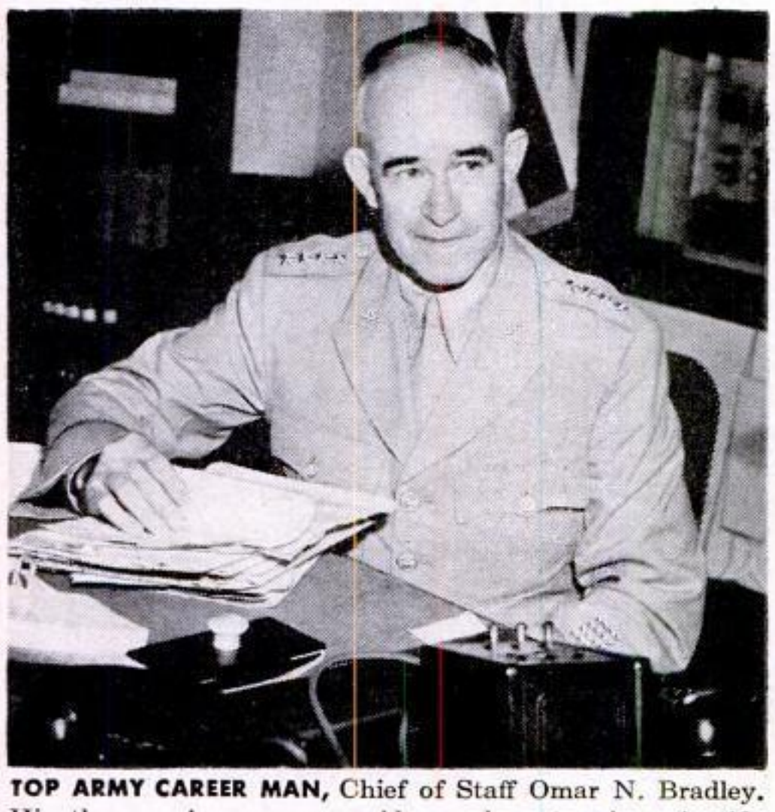


**J. C. AND HIS SISTER** Joyce race madly about the yard in front of the house. Joyce, a year younger than J.C., left school last year when her mother was sick and needed help. She helps keep house, takes charge of the pigs and the fruit trees. J.C.'s stepfather traps muskrats and is caretaker of an oilman's hunting lodge.

CONTINUED ON PAGE 142



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**ABLE PLANNERS** like Capt. George H. Collins work to fit the right man in the right job—classifying, assigning and advancing career soldiers.



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...if... IT'S A DAN RIVER FABRIC

*Cordspun®, for example. Your Mother would love it for Mother's Day; wear it the year around—always looking fresh, crisp, right. Fast color, Sanforized*, comes up smiling even brighter after every tubbing. Dan River Mills, Inc.*

Martha Manning Dress. Blue, black, aqua or brown. Sizes 14½ to 20½. About $9 at Stix, Baer & Fuller, St. Louis; Schuneman's, St. Paul; W. A. Green, Dallas; D. H. Holmes Company, New Orleans; J. W. Robinson Co., Los Angeles.
*Fabric shrinkage no more than 1%




**J. C. AND HIS DOGS** are inseparable companions. Here he and Major stand over a newly caught rabbit, which will probably be served at tonight's dinner.



**LESSON ABOUT SNAKES** is given to puppy. With a live king snake, J. C. teaches the dog to kill snakes at sight, help keep house grounds clear of them.



**LESSON ABOUT RABBITS** is also given. J. C. drags the dead animal just in front of the squealing pup, who must learn to kill rabbits but not eat them.

CONTINUED ON PAGE 143


"FUEL SAVINGS NEVER BEFORE POSSIBLE!"



ASK YOUR OIL-O-MATIC DEALER FOR

JOHN B. KENNEDY'S "Report to Home Owners"

...the facts about the greatest advance in oil heat history!

SEE THE NEW, all NEW

Fifty-Ten WILLIAMS OIL-O-MATIC OIL BURNER

New Complete Units!

WILLIAMS OIL-O-MATIC DIVISON
Eureka Williams Corp., Bloomington, Ill.

Tummy in a jam? Tums say "SCRAM!" to Acid Indigestion Gas, Heartburn

EAT LIKE CANDY TUMS 10¢ STOMACH DISTRESS

10¢ Handy Roll
3-roll package, 25¢

TUMS for the tummy



Newest CROSLEY STATION WAGON

Larger, longer body lines, new luxury interior appointments, speed styling, headlights in fenders, turn indicators, etc. All steel. Cost less than an 8-year-old, high upkeep used car. Real economy—up to 50 miles on a gallon. Prices range downward from the Station Wagon at only $929 F.O.B. Marion, Ind. For complete catalog of all 5 new models, write your name and address on the margin of this page, tear out, send to Crosley Motors, Inc., 2530-EE Spring Grove Ave., Cincinnati 14, O.

CROSLEY a FINE car

Marlin 12 for 25¢
Made by the makers of Marlin Guns
single or double edge blades




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# Look Smarter



# Feel Better*

**Why more men choose Jarman shoes every season*

Jarman
SHOES FOR MEN



LEFT: Style 4153.
Hand-sewn "Moc-San."
Easy slip-on style.

CENTER: Style 4025.
Soft, glove-type leather
with hand-sewn vamp.

RIGHT: Style 4027.
Hand-woven, hand-sewn vamp.
Springy crepe rubber sole.

## Styled for leisure – built for comfort

*Jarman*
**Leisuals**

Smart, casual styling . . . rich, mellow, long-wearing leathers, plus the comfort of Jarman's exclusive "friendliness of fit" make Jarman "Leisuals" favorites with well-dressed men all over America.

**$9.95 to $13.95**
*Some Styles Higher*

This reproduction of an actual color photograph of three new spring styles clearly shows why you *look smarter* in Jarmans. They are authentically styled by Jarman design experts who provide each season a wide assortment of distinctive patterns in a variety of rich, masculine colors. And to keep you *feeling better*, every pair gives you Jarman's famous *friendliness of fit*, a smooth, snug, comfortable feeling that's yours the instant you step into a Jarman shoe. Skillfully crafted of fine, plump leathers to assure longer wear, it's no wonder more American men are choosing Jarman shoes every season. Try a pair . . . and look smarter, feel better. See the newest spring styles at your Jarman dealer's *today!*

**JARMAN SHOE COMPANY, DIV. OF GENERAL SHOE CORP., NASHVILLE, TENNESSEE**

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## WITH CLOTHES COSTING SO MUCH

# *There's no time like now to get a beautiful new* SINGER !



Dress made from Advance Pattern #4981. Buttons and buttonholes by SINGER SEWING CENTER.

THERE's never been a time when sewing could save so much.

And there've never been machines that made it so blissfully easy as the beautiful brand-new SINGERS. Truly, the finest models ever. Made by the company that's been making the world's favorite machines for 98 years.

See them, try them, choose yours now! And whenever you need notions, lessons, services, count on your SINGER SEWING CENTER to help.



● **Let your home decide** which model you buy. SINGER has *many* period and modern styles. Prices start at $89.50. Easy terms. Liberal trade-in allowances.



● **Imagine! An 11-pound machine** that does the work of a full-size model—the SINGER* Featherweight Portable. Has handy case. Outsells any other model in the world.



● **You can trust a SINGER** to last a lifetime. Supplies and service always as near as your nearest SINGER SEWING CENTER. Colonial cabinet, above, holds portable model.



● **SINGER* Machines do more** than just sew. They sew beautifully, surely. Come with basic set of attachments. Have non-glare light, wide range of speeds, easy threading.



● **Complete home sewing course** at your SINGER SEWING CENTER given with the purchase of a new machine. You make a dress as you learn, get advice from experts.



● **Right-color thread,** right-size zipper, scissors, skirt marker—your SINGER SEWING CENTER has every notion you'll need. They'll cover buttons, make buttonholes, too.

* **FOR YOUR PROTECTION** SINGER sells its Sewing Machines, Vacuum Cleaners, and other products only through SINGER SEWING CENTERS, identified by the Red "S" on the window, and never at department stores or other dealers.

At right is SINGER SEWING CENTER at 258 Main St., Biddeford, Me. Hundreds from coast to coast. For address of *your* SINGER SEWING CENTER see classified phone directory. SINGER SEWING MACHINE CO.

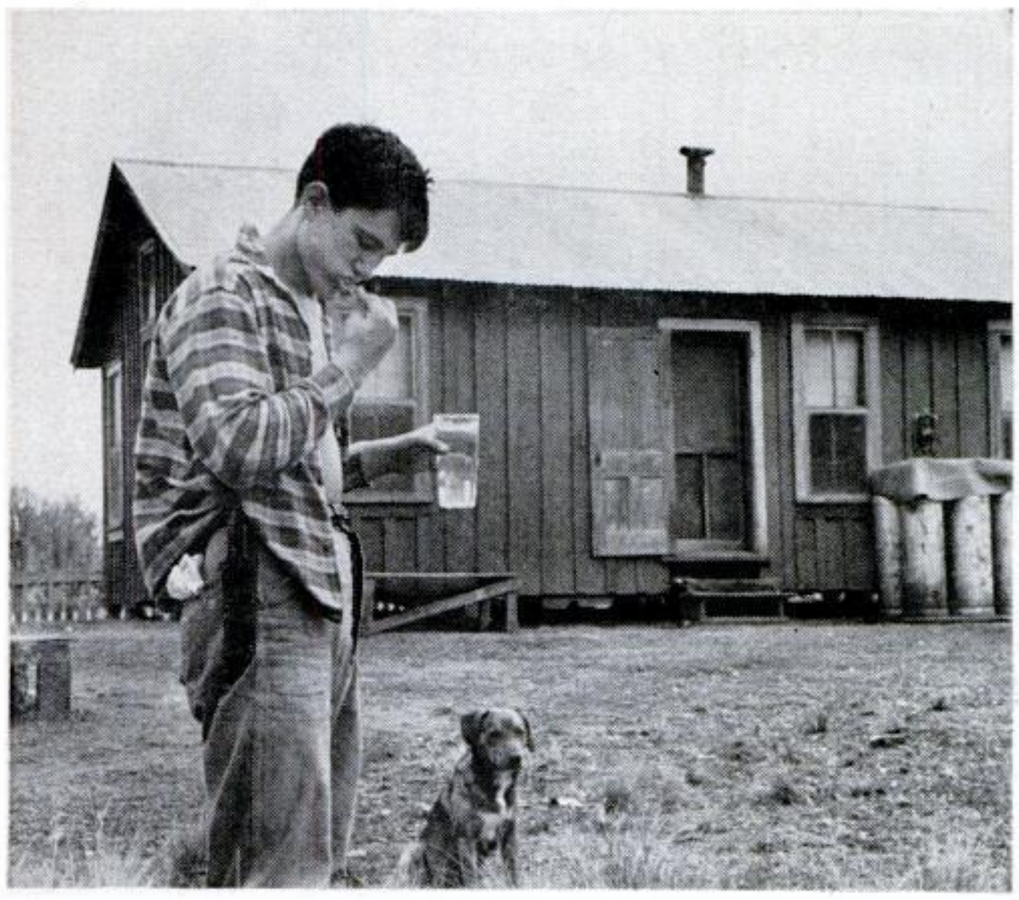



# SINGER SEWING CENTERS

*THERE'S ONE NEAR YOU TO SERVE YOU*

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**OUTSIDE HIS HOME** J.C. brushes his teeth. Until the movie job began, the four-room house had few comforts. Tanks standing against wall at right contain butane gas for the new refrigerator and stove the movie money bought.



**IN THE MOVIES** at nearby Abbeville, J.C. sees himself for the first time on the screen in *Louisiana Story* and then bursts into a peal of delighted laughter. Sitting next to him is Lionel Le Blanc, who played his father in the film.



**ON THE STREETS** of Abbeville, after the showing, J.C. (second from left) stands with a few of his friends. A group of admiring girls keep their distance. J.C. was kept busy for two hours posing for snapshots and signing autographs.


# SINGER PRESENTS

## The all-new cleaner with Magic Handle

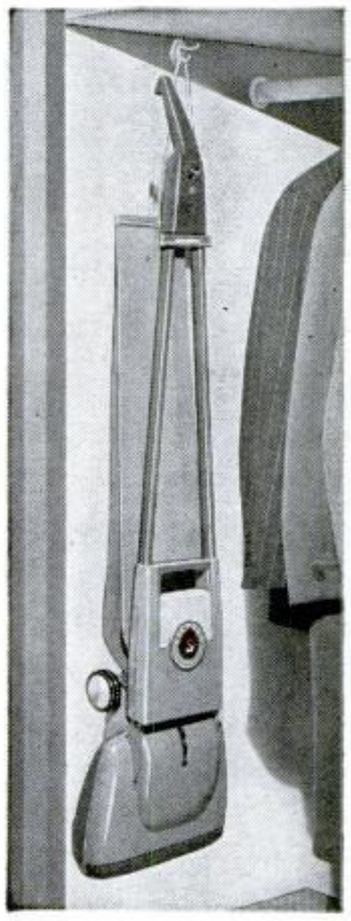
**The SINGER exclusive "magic handle"** puts *all* controls within finger-tip reach. And that includes AUTOMATIC CORD CONTROL—the wonderful, new SINGER feature that ends tiresome winding and unwinding of cord on old-fashioned hooks.





**SINGER Automatic Cord Control** lets you pull out extra cord as you need it. Then push the magic button, and *zip!*—your cord disappears—out of your way as you clean!

### PLUS ALL THESE WONDERFUL SINGER EXTRAS!



**Gets more dirt, gets it faster.** Because the SINGER has Dual Suction—2 fans instead of 1. Another SINGER exclusive.

**New "floating" brush** adjusts automatically to most rug thicknesses. Ends the trouble and guesswork of adjusting brush by hand or foot pedals.

**More cleaning power** when you need it. 2-speed switch for light and heavy cleaning.

**No more foot-pedal acrobatics.** SINGER magic handle adjusts to any position you like.

**So easy to store! Hangs flat in closet!**
**So easy to carry with midway hand-grip!**
**Unit is only 5 inches high! Gets under most furniture!**
**New "all-around" bumper protects furniture—never smudges!**

**SEE IT TODAY!**

**For your protection.** SINGER sells its sewing machines, vacuum cleaners and other products only through SINGER SEWING CENTERS, identified by the Red "S" on the window, and never through department stores, dealers or other outlets.

**SINGER* VACUUM CLEANERS ARE SOLD ONLY AT YOUR...**

**SINGER SEWING CENTERS**

THERE'S ONE NEAR YOU TO SERVE YOU

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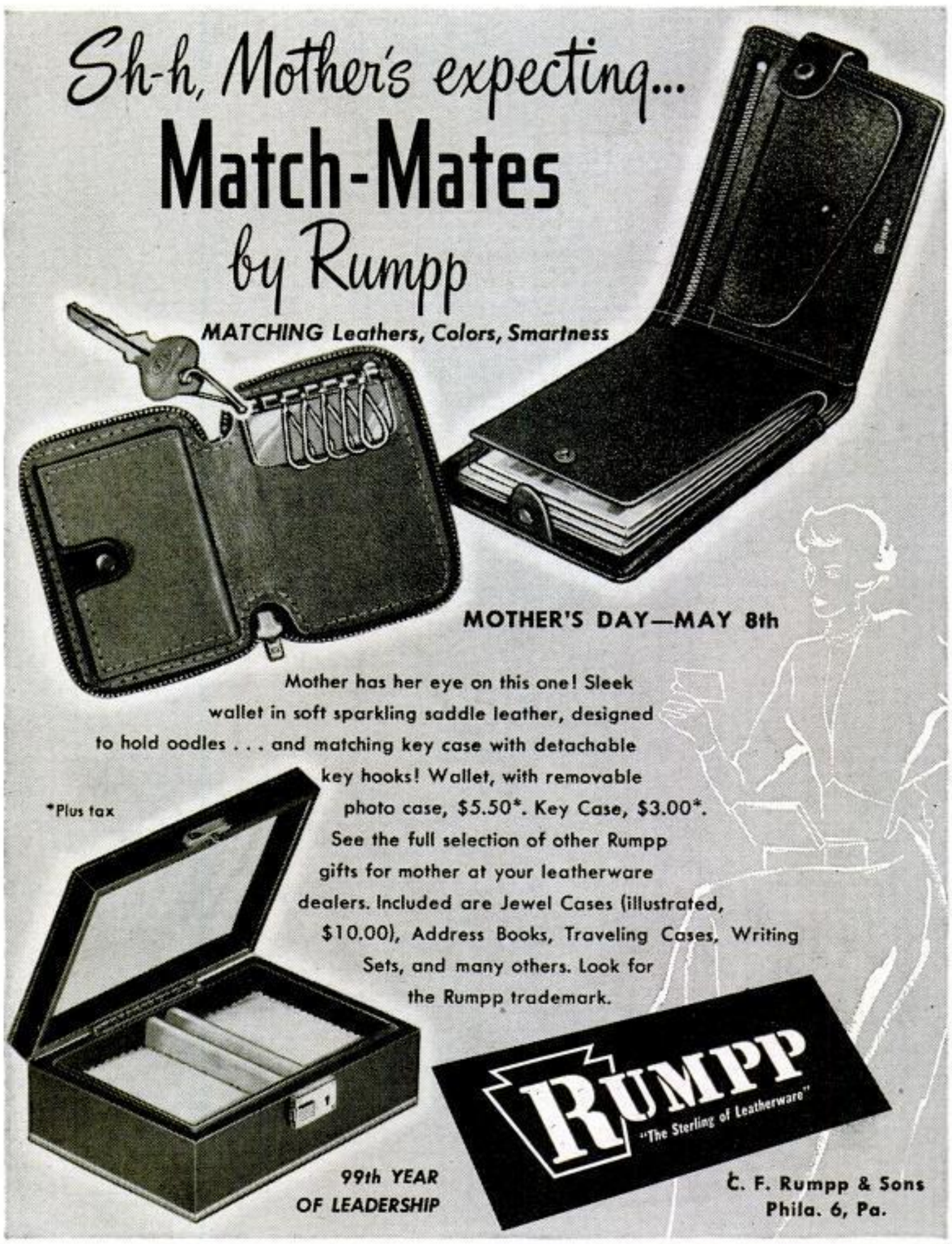



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Sh-h, Mother's expecting...

Match-Mates by Rumpp

MATCHING Leathers, Colors, Smartness



MOTHER'S DAY—MAY 8th

Mother has her eye on this one! Sleek wallet in soft sparkling saddle leather, designed to hold oodles . . . and matching key case with detachable key hooks! Wallet, with removable photo case, $5.50*. Key Case, $3.00*. See the full selection of other Rumpp gifts for mother at your leatherware dealers. Included are Jewel Cases (illustrated, $10.00), Address Books, Traveling Cases, Writing Sets, and many others. Look for the Rumpp trademark.

*Plus tax

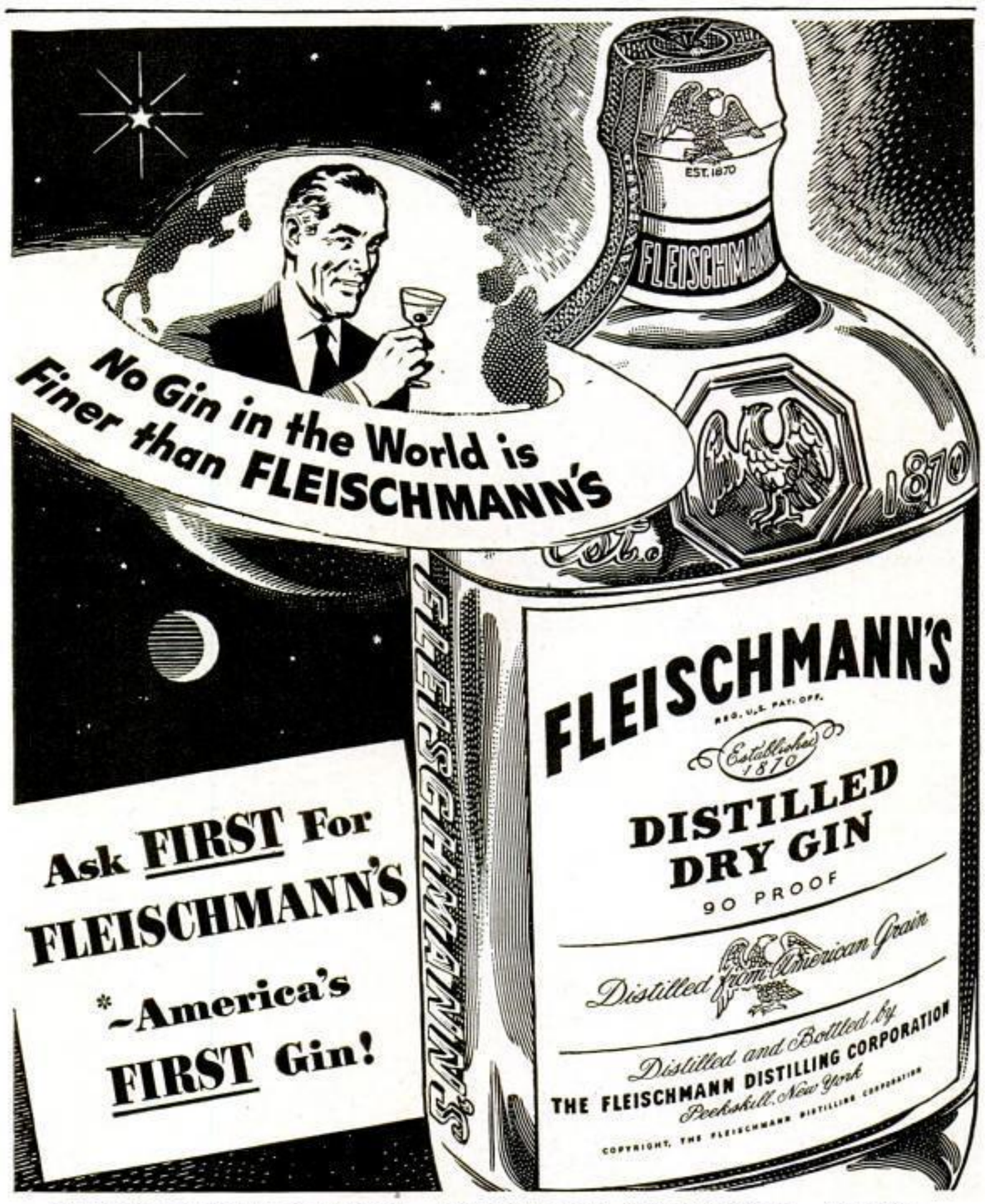


99th YEAR OF LEADERSHIP

RUMPP "The Sterling of Leatherware"

C. F. Rumpp & Sons
Phila. 6, Pa.






*FIRST GIN DISTILLED IN AMERICA • DISTILLED FROM AMERICAN GRAIN • 90 PROOF.
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.




MOHAMMED (RIGHT) AND ASSISTANT POSE WITH SOME NAPKIN BIRDS,

# FANCY NAPKIN-FOLDING

## Skillful waiters in Rangoon's Strand Hotel make birds and flowers out of table linens



**FOLDING STARTS** with Mohammed holding starched linen napkin in his teeth.



**CORNERS ARE ROLLED** to center. Paper is used for cleanliness.



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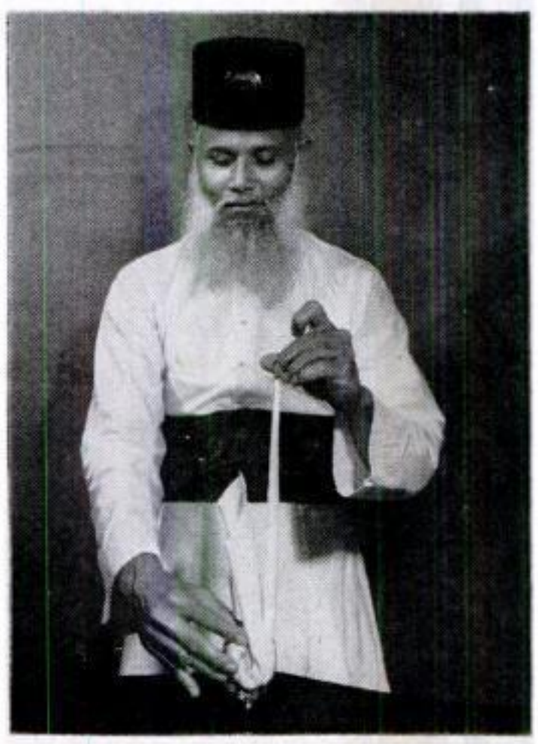


MANY OF WHICH APPEAR ABOUT TO TAKE OFF FROM THE DINING TABLE

For more than 15 years Mohammed Afiruddin, the impressive Bengalese waiter at right above, has got up in the Burmese dawn every day and set to work folding a large stack of heavily starched linen napkins in Rangoon's Strand Hotel. Several hours later he is surrounded by a flock of napkins folded in the shapes of birds, flowers, fans and peculiar geometrical figures, enough to adorn the Strand's 60 tables for the rest of the day. The napkins are so intricately and beautifully done that many tourists have preferred to go through their meals napkinless rather than disturb the perfection of his designs merely to wipe their mouths.



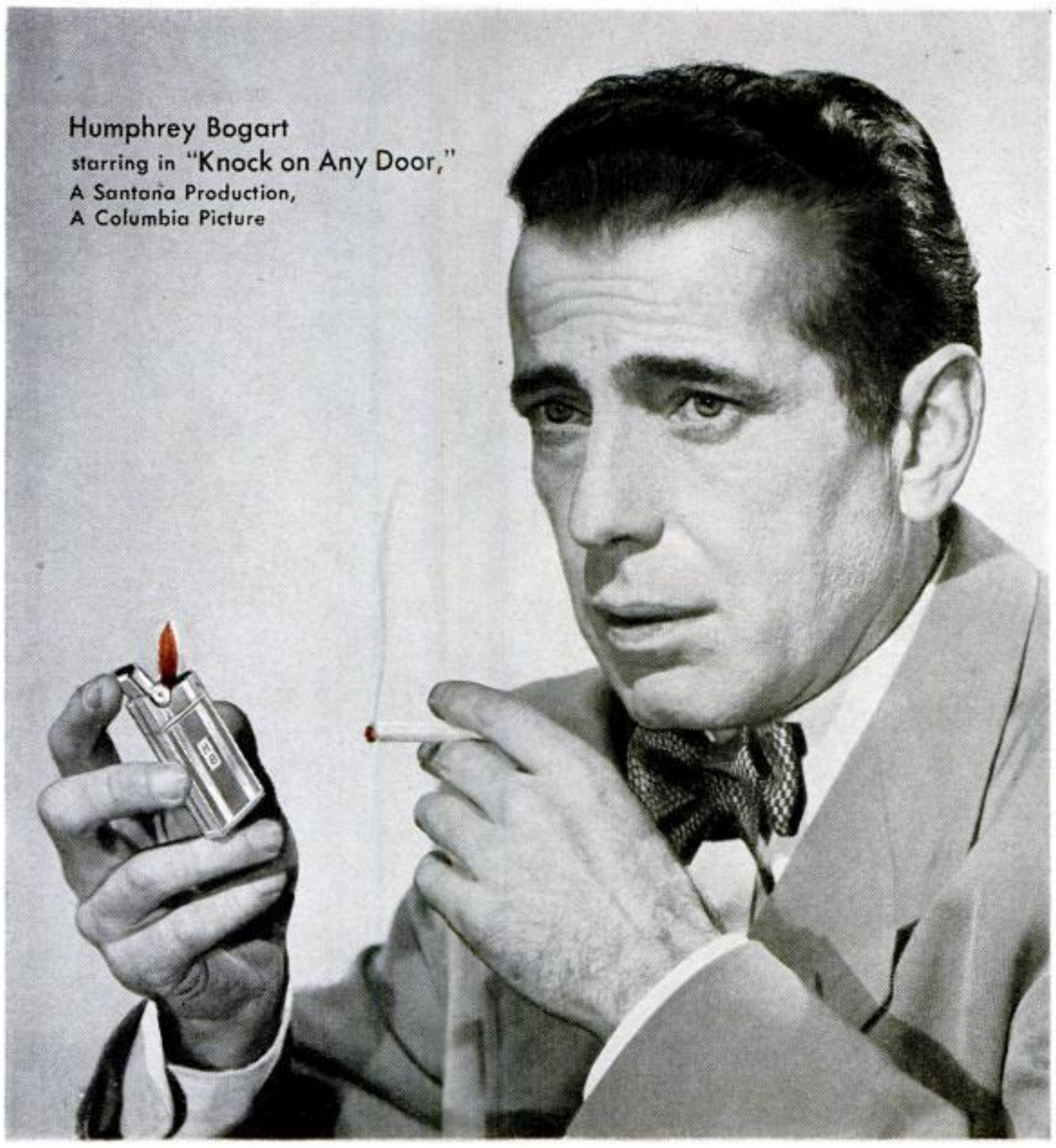
**ROLL IS FOLDED** near the end. Shorter end will form bird's tail.



**DROPPED INTO A GLASS,** the napkin is made ready for finishing touches.

CONTINUED ON NEXT PAGE


Humphrey Bogart
starring in "Knock on Any Door,"
A Santana Production,
A Columbia Picture



# H.B. loves A·S·R

"I'm a tough guy to please," says Humphrey Bogart, "but I sure fell for A·S·R! What lines! What proportions! What response! Just a flick and A·S·R *flames!* Man—how I go for that Lighter!"

**Click!** On goes the light! That's A·S·R's exclusive 'light switch' action! *Stays* lit—you can pass the light without passing your thumb!

**Click!** Light after light! Goes for weeks without a drink—and refilling's simple as pouring coffee! Each handsome A·S·R lighter is guaranteed.




A·S·R 'Classic.' Bright idea for Mother's Day: Smart Table Lighter in Rhodium finish, resists tarnish, can be machine engraved. $12.50. No Fed. Tax.




A·S·R Rich Rhodium finish Pocket lighters. Midget or Standard, $7.50. Others in Leathers, Mother-of-Pearl, Sterling and Gold, $9. to $200.

At jewelry and department stores

A·S·R lighter

An A·S·R Product—Lighter Div., A·S·R Corp., B'klyn 1, N. Y.




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If your car feels like *this*... it's time for

**MARFAK** Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH **MARFAK!**

*Marfak* "sticks around" longer! This tough, extra-stretchy chassis lubricant gets a bulldog grip on wear points and bearings. Protects 'em — not for a couple of hundred miles, but for 1,000 miles and *more.* That's the reason you get that wonderful "cushiony" feeling right from one *Marfak* job to the next! Stop by for a *Marfak* lubrication job today at your Texaco Dealer, *the best friend your car ever had.*

MARFAK Lubrication

TEXACO

**THE TEXAS COMPANY**

**TEXACO DEALERS IN ALL 48 STATES**

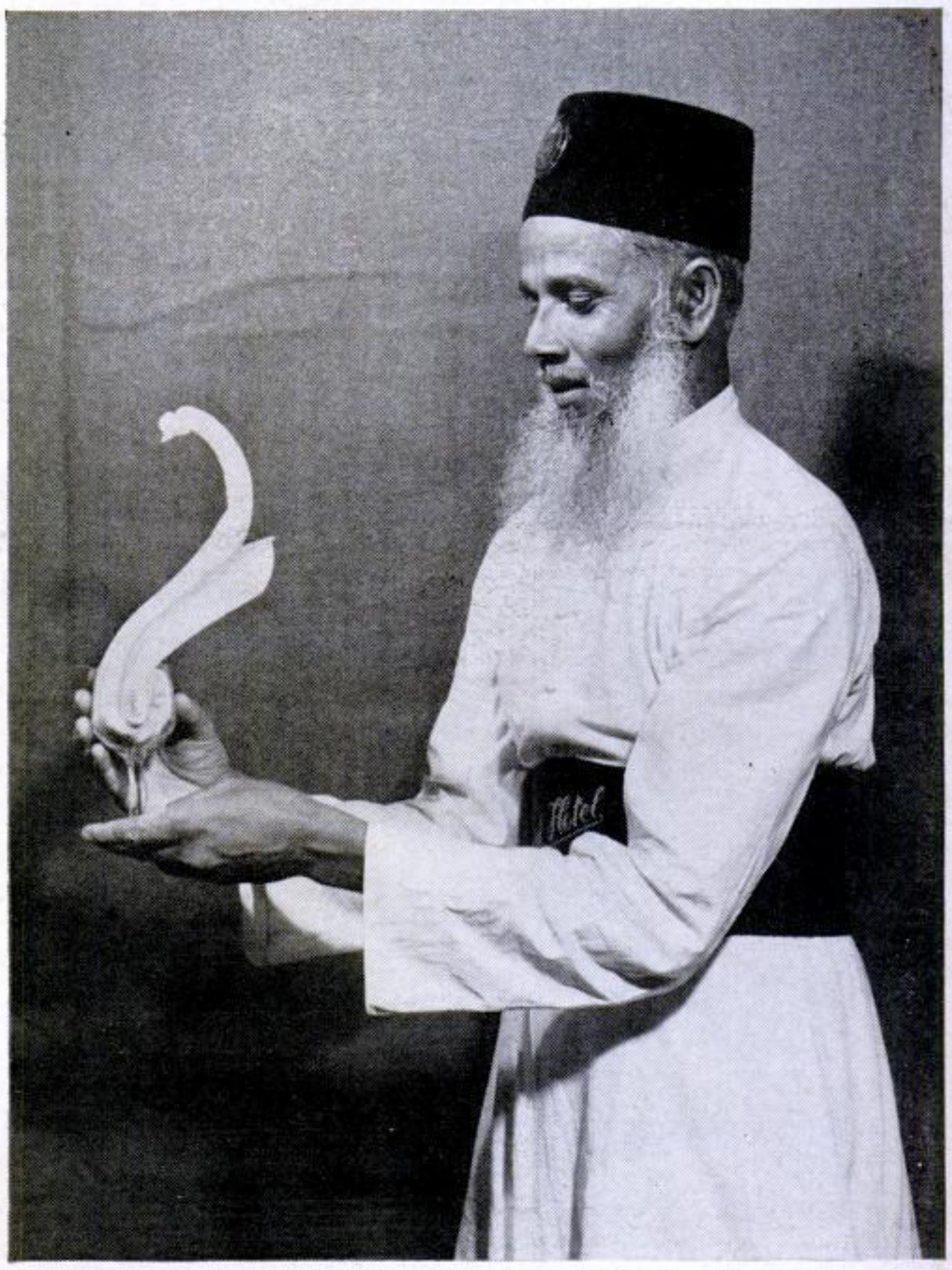
*Texaco Products are also distributed in Canada*

**TUNE IN . . . TEXACO STAR THEATER** every Wednesday night starring Milton Berle. See newspaper for time and station.






**BIRD'S HEAD** is fashioned by tying a knot in end of napkin. Mohammed often gives added fillip to the bird's head by decorating it with a flower petal.



**FINISHED BIRD** is admired by its creator. Bird like this takes about two minutes to make. Mohammed, 45, comes from Bengal province in east India.

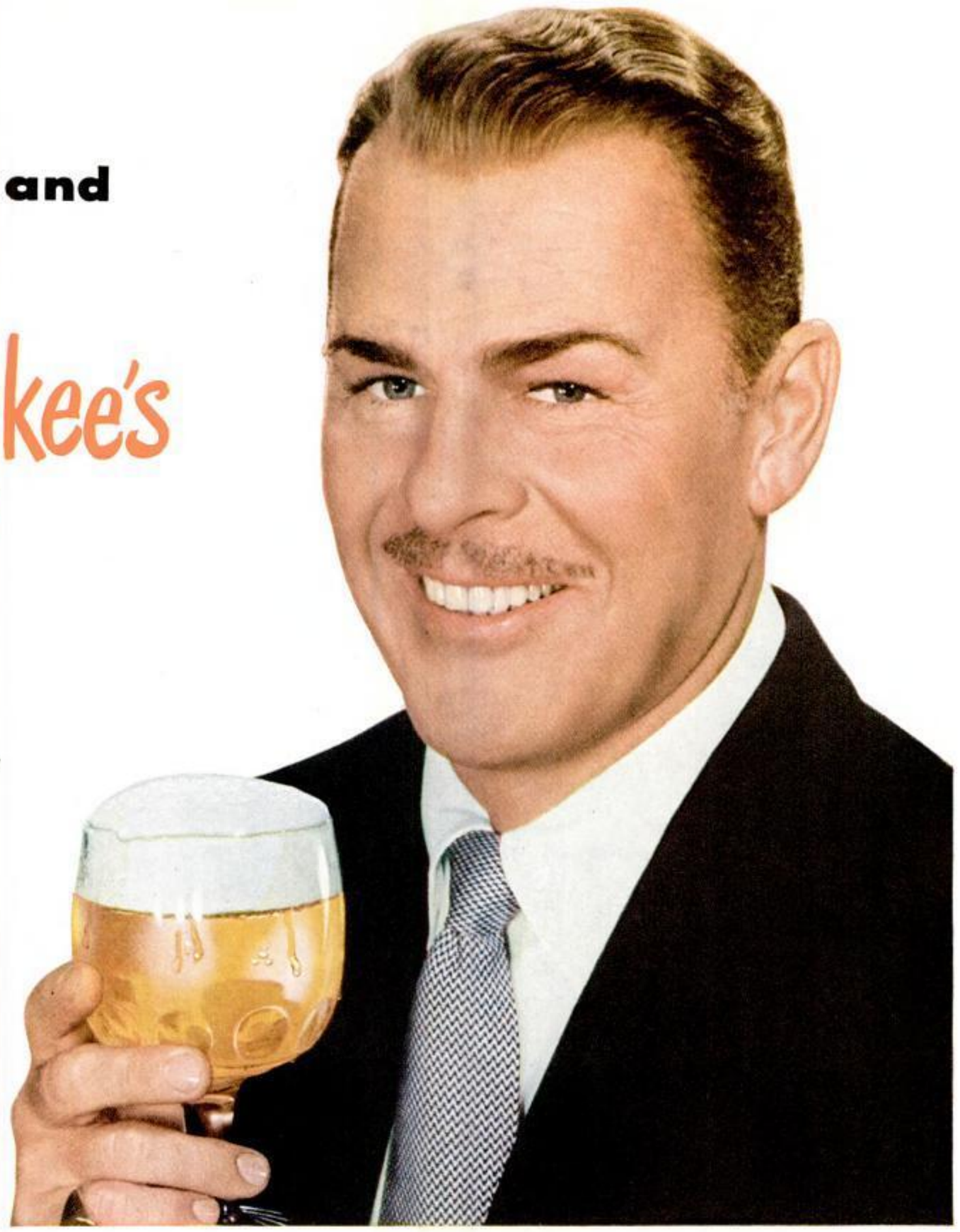



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"I lived in Milwaukee—and I ought to know—

# Blatz is Milwaukee's Finest Beer"

says **BRIAN DONLEVY,**
Star of Amusement Enterprise's "THE LUCKY STIFF"



"I grew up in Sheboygan Falls, served in the Wisconsin National Guard, lived in Milwaukee," says Mr. Donlevy. "So, when I say that, of all Milwaukee's superb beers, Blatz is the finest, you can take my word for it. I lived there...I ought to know."



"Like my taste for Blatz Beer, my interest in flying is an enthusiasm of long standing...and one I put to frequent use now that I practically commute to my tungsten mine up in the Mojave Mountains."



"At my home here in Malibu I like to work around the house, garden and citrus grove. It's a form of recreation made all the more enjoyable by a refrigerator always stocked with Blatz, Milwaukee's finest beer."




Blatz
BETTER TASTING BEER
FOR THE 98TH YEAR

# Blatz is Milwaukee's first Bottled Beer!

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# Travel Refreshed...Have a Coca-Cola

Driving finally catches up with you, but not with refreshment. It's pausing that catches up with refreshment. Along the way anywhere in this land, familiar red coolers invite you to enjoy the leisure and luxury of *the pause that refreshes* with ice-cold Coca-Cola. That's really traveling.

5¢

Coca-Cola "Coke"

*Ask for it either way . . . both trade-marks mean the same thing.*




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